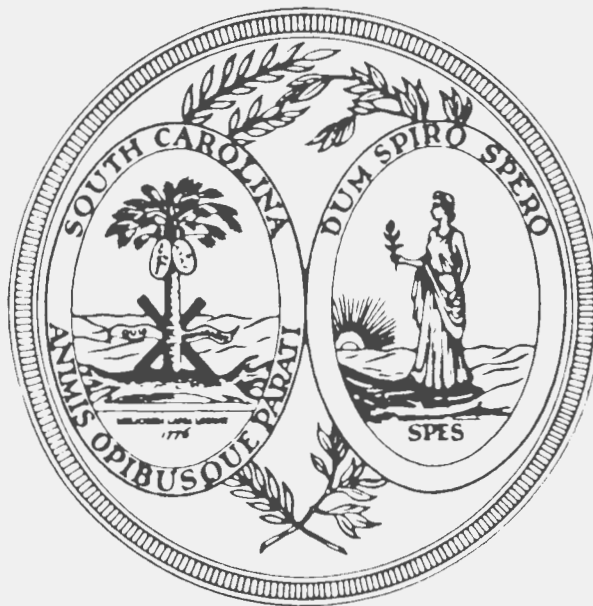


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SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION



ANNUAL REPORT 1985-1986

Printed Under The Direction Of The
State Budget And Control Board

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STATE DOCUMENTS



January 1, 1987

To His Excellency, Governor Richard W. Riley and the
Honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the
annual report of the South Carolina Educational Television Commission for the fiscal year
which ended June 30, 1986.

Sincerely,

A handwritten signature in black ink, reading 'Henry J. Cauthen'. The signature is written in a cursive style with a long, horizontal flourish extending to the right.

Henry J. Cauthen
President

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I. OBJECTIVES

The South Carolina ETV Commission has a number of major objectives and responsibilities to the people of South Carolina. Despite past success in meeting these responsibilities, the Commission strives constantly to find more and better ways to fulfill its objectives. They include:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.
3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and transmission of postgraduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institutional training, food service, and any fields as the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, information programming for the public, training for agency personnel, and interagency communications.
6. A final responsibility inherent in any institution of education—whether it be a school, college, museum or television station—is to provide general information reflecting knowledge of an interest in the world.

II. SERVICES PROVIDED

ETV's Purposes and Services

The ETV Commission was created to provide comprehensive educational opportunities to all citizens of South Carolina.

Television provides the state with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the state's educational system and can reach all geographic areas. In this way, the best possible educational opportunities are distributed to the widest possible population.

Instructional TV and Radio (ITV/R)

The State Department of Education's Office of Instructional Technology (ITECH), through the S.C. Educational Television and Radio Networks, provides effective mediated instruction to expand the curriculum experiences of students in grades K-12 throughout the state.

During 1985-86, South Carolina teachers were able to select from over 193 instructional television series which are transmitted to public schools over ETV's 11 broadcast channels and a closed-circuit, ITFS system. There is a series for almost every subject in the nine major curriculum areas of instructional television.

As a part of the ITV/R service, the principal of each school in South Carolina that uses ITV/R appoints a building coordinator to help teachers make the best use of both television and radio. Five utilization consultants work on the regional level with school administrators, building coordinators and teachers; and assist with workshops, teacher in-service and PTA projects.

As an additional service, ITECH provides a variety of publications—all designed to assist the teacher in effectively using the ITV/R resources as valuable teaching tools with unlimited possibilities.

Staff Development Education for Teachers

A major facet of ETV's efforts in the field of continuing professional education is staff development programs for teachers, which provide a wide range of in-service educational

opportunities. Teachers can use these programs in their schools or homes; some courses are also available for certification or college credit.

An independently conducted teacher attitude survey showed conclusively that South Carolina teachers have a very positive attitude toward using ETV, and this attitude is reflected in the increasing number of teachers who have utilized staff development courses to improve their teaching skills.

Staff development programs are scheduled each school day from 3:00-4:00 p.m. on ETV, with additional resources broadcast on Educational Radio. In 1985-86, there were 50 ITV and radio staff development series and 71 program specials, for a total of 531 individual programs. In addition to teachers, programs were available for use by administrators, aides, custodians and school district staff members in a number of major areas.

ITV begins its telecast school year with ITV Preview Weeks, which include previews of all courses as well as staff development programs. Each month's daily staff development telecast schedules are mailed to schools in advance. For the 1985-86 school year, a Staff Development Resources and Schedules section was also included in the annual ITV/Radio Resources Book distributed at the beginning of the school year.

Higher Education

During 1985-86, S.C. ETV broadcast 90 college credit courses to a total of 3,992 students via broadcast television (open and closed circuits) and educational radio. A summary of the several distribution methods for the college credit courses and the corresponding enrollments follows.

	No. of Courses	Student Enrollment
Television Courses		
Open Circuit	12	1,207
Closed Circuit	76	2,780
Educational Radio	2	5
Totals	90	3,992

Sponsoring educational institutions included the University of South Carolina and its eight regional campuses (four-year colleges: Aiken, Coastal Carolina and Spartanburg; two-year campuses: Beaufort, Lancaster, Salkehatchie, Sumter and Union), South Carolina State College and Winthrop College. Programming included locally produced series, as well as those licensed from the Adult Learning Service of the Public Broadcasting Service and acquisitions from other sources.

Programming on the closed circuit included two master's degree programs—one in business administration (MBA) and the other in engineering education (APOGEE)—and selected courses in the areas of mathematics education, library science, nursing, astronomy, English, microcomputers in education, sociology, and interdisciplinary study of developmental disabilities. During fall semester 1985 and summer semester 1986, two audio college credit courses were broadcast on educational radio. The University of South Carolina offered "Evolution of Warfare," while "The History of Jazz" was offered by Winthrop College.

Students represented segments of the general S.C. ETV audience and included teachers studying for certification renewal, graduate and undergraduate students completing degree requirements, businessmen and women, and the informal, non-traditional learner.

Other activities in higher education in 1985-86 included the continuation of the marketing of higher education video and audio resources locally and nationally. Series included JUMP OVER THE MOON, WRITER'S WORKSHOP, THE BASICS, CONVERSATIONS IN AMERICAN GOVERNMENT, AND THEN THERE WERE THIRTEEN, SAINTS AND LEGIONS, and CINEMATIC EYE. New series in distribution in 1985-86 include THE CHINESE: ADAPTING THE PAST, BUILDING THE FUTURE, a telecourse based on THE HEART OF THE DRAGON, a series presented on PBS by S.C. ETV with \$3 million funding from General Electric. The telecourse, co-produced by S.C. ETV and NVC, Inc., also was funded \$100,000 by General Electric. Related print materials were published by the Center for Chinese Studies at the University of Michigan.

In conjunction with Goldcrest Films & TV Ltd. and Network Television Ltd. (London), S.C. ETV developed their series, *THE WORLD: A TELEVISION HISTORY*, into a telecourse also in distribution. Related print materials were prepared by a team of American historians of world history, primarily at the University of Denver, and published by Random House.

Series have been leased or purchased by colleges, universities and libraries nationwide in Florida, Virginia, Texas, Tennessee, Nevada, New Jersey, Kentucky, North Dakota, Mississippi, Oregon, Washington, and Illinois. Also, *WRITER'S WORKSHOP*, for the fourth consecutive year, was broadcast nationwide by the Adult Learning Service. Colleges which have licensed the series include the University of Alaska, San Diego State University, Austin Community College, Iowa Consortium, Canisius College, SUNY at Buffalo, Ball State University, Vincennes University, University of Cincinnati, and the University of Houston. In addition, the marketing effort of network-wide productions—series and single programs—for national distribution continued.

Also, in May 1986, a proposal for series' completion and telecourse development of *VOICES AND VISIONS* (selected American poets and their lives and works) was filed with the Annenberg/Corporation for Public Broadcasting (A/CPB) by S.C. ETV and the New York Center for Visual History, co-producers. In July 1986, A/CPB awarded the project \$2.1 million; the series/telecourse will be presented on PBS beginning in September 1987. Random House is publishing two major works to accompany the series. Related study materials will be prepared and published by S.C. ETV.

In August 1986, a preliminary proposal for the production of a series on *WORLD GEOGRAPHY* was filed with the A/CPB project. The co-producers are Network Television Ltd. (London) and S.C. ETV. If A/CPB extends an invitation to submit a full proposal, this will occur in the spring of 1987. Requested funding is \$5.4 million. Times Books (London), publishers of the world-famous atlases, will publish a book to accompany the series, while a board of internationally recognized scholars will assist the producers in the preparation of the traditional telecourse study materials.

Other proposals in various stages of development include a *BUSINESS GERMAN* telecourse series to be co-produced by S.C. ETV and Studio Hamburg and ARD (Federal Republic of Germany); a series on the *WILDLIFE OF CHINA*, to be co-produced by an independent American producer, a Chinese production company, scholars at Cambridge University and S.C. ETV. If funded, a Midlands Technical College proposal for a calculus series will be produced at S.C. ETV.

The production of the *EXXON ENERGY CUBE*, started in July 1985, is to be completed in late October 1986. Produced by S.C. ETV for the Exxon Corporation, the series is to be distributed to high schools and general educational audiences.

Liaison with the colleges and universities included numerous activities which ranged from individual presentations on the new technologies, especially the ITFS system (Instructional Television Fixed Service currently replacing S.C. ETV's closed-circuit system), and their educational applications, to teleconferencing and video resource identification for special educational needs.

S.C. ETV College Courses—Television and Radio 1985-86 Enrollment Report Open and Closed Circuits

	Fall 1985	Spring 1986	Summer 1986	Year Total
A. TELEVISION (OPEN CIRCUIT) (12 courses)				
1. University of South Carolina				
*Astronomy		52	69	121
The American South Comes of Age	28		24	52
The Basics	71	75	122	268
Jump Over the Moon	57	87		144
*The New Literacy		33		33
*Oceans and Man	41	54		95
Saints and Legions	49			49
Teacher as Manager	73	84		157

And Then There Were 13		67	35	102
*The Vietnam War		40	33	73
*Writer's Workshop	57	39		96
USC Totals	376	531	283	1,190

2. South Carolina State College				
Reading: The Road to Understanding	10	7		17

B. AUDIO COLLEGE CREDIT COURSES (Educational Radio)
(2 courses)

1. Winthrop College				
Appreciation of Jazz	1			1
2. University of South Carolina				
Evolution of Warfare			4	4
TOTAL OPEN CIRCUIT	387	538	287	1,212

*Courses from the Adult Learning Service, PBS

	Fall 1985	Spring 1986	Summer 1986	Year Total
C. TELEVISION (CLOSED CIRCUIT)				
1. University of South Carolina	416	356	339	1,111
MBA Program (25 courses)	303	296		599
APOGEE Program (31 courses)				
USC Center for Telecommunications				
Instruction (20 courses)	38			38
Microcomputers & Instruction				
Foundations of Information Sources	105			105
& Services	57			57
Introduction to Health Care				
Theoretical & Conceptual Foundation				
for Nursing	37			37
Family Development & Interaction	62			62
Discrimination & Deprivation as				
Social Problems	51			51
Help Sessions (ENGR)	110			110
Cosmos	13			13
Microcomputers in Education		55		55
Foundations of the Organization of				
Information and Materials		127		127
Principles of Normal Nutrition		52		52
Role Development & Professional				
Issues		40		40
Research Methods for Nursing		12	25	37
Social Welfare Problems & Policies		62		62
Social Work Responses to				
Discrimination & Deprivation		61		61
Help Sessions		60		60
Cinematic Eye		16	14	30

Teaching Math to Young Children	31			31
Health Program Evaluation			26	26
Financing of Health Care			16	16
TOTAL CLOSED CIRCUIT	1,192	1,168	420	2,780
GRAND TOTAL	1,579	1,706	707	3,992

Medical Education

During 1985-86, S.C. ETV provided a wide variety of medical education programming for audiences across South Carolina. More than 1,300 medical programs were distributed over the ETV closed-circuit system to 34 teaching hospitals and 15 regional offices of the Department of Health and Environmental Control.

ETV worked closely with the Medical University of S.C. to provide statewide distribution of medical continuing education programs originating in other states and countries on satellite. The economy of ITFS has allowed significant growth to occur within the MUSC Health Communications Network, which has added as new members the Army Hospital at Fort Jackson in Columbia, Easley Baptist Hospital, St. Francis Hospital in Charleston, and the Greenville County EMS.

This fiscal year saw continued use of S.C. ETV's unique four-way television conferencing system by hospitals in Greenville, Spartanburg, Columbia and Charleston. Ten OB/GYN Grand Rounds teleconferences were transmitted via this system during the year.

Technical Education

S.C. ETV continued to work in close cooperation with the State Board for Technical and Comprehensive Education during 1985-86, especially in the presentation of state government teleconferences. TEC provided audience facilities statewide for 69 teleconferences. Audioconferences, videoconferences and satellite teleconferences were made available to state government participants through the cooperative efforts of ETV and TEC during the year.

TEC officials, including the presidents of colleges, administrative staff, and deans of instruction, continued to use the ETV audio bridge and related audioconference facilities of the S.C. ETV network to conduct statewide business.

Teleconferencing

ETV's Teleconference Design Group managed the design, production, scheduling and delivery of 665 teleconference events during 1985-86, maintaining ETV's position as the busiest teleconference system in the nation. ETV staff served on committees of the International Teleconferencing Association and on the National Advisory Committee on Technology for the U.S. Department of Education.

ETV teleconferencing work for the 1985-86 year included the following:

Teleconferences Produced in ETV studios	25
ETV National Satellite Teleconferences	2
Medical Teleconferences	84
DHEC Teleconferences	10
USC Teleconferences	4
TEC Audioconferences	13
Legal Videoconferences	25
Satellite Downlinks	75
Audio Bridge Conferences	427

ETV provided speakers for 51 teleconference briefings during the year, upon request of agencies and other groups interested in learning how to use teleconferencing effectively.

Services to State Agencies

S.C. ETV provides a valuable service to other agencies and departments of state government by assisting with their internal training, informational and audiovisual requirements. In 1985-86, ETV developed and produced 131 media projects for state agencies and associations. Categories include training programs, promotional films, documentaries, multi-image programs, TV and radio public service announcements, agency overviews, and on-air specials. Promotional printed material was also developed to accompany public service campaigns and projects.

In cooperation with the S.C. Coastal Council and other agencies involved in disaster preparedness, the Network produced BEFORE THE STORM, a six-program series on safety measures that should be taken prior to the hurricane season.

FEAR IS A GOOD SIGN, a documentary on the experiences of a correctional officer, was produced for the S.C. Department of Corrections to assist with the recruiting and training of new officers.

Working with the S.C. Commission on Alcohol and Drug Abuse, the Network produced DO SOME HEALING and TEEN INSTITUTE '86, two documentaries focusing on prevention and intervention programs for the abuse of alcohol and drugs.

To help fight illiteracy in South Carolina, S.C. ETV joined forces with the State Department of Education, the S.C. Literacy Association, Mrs. Ann Riley and other agencies and associations to reduce illiteracy in the state. As a member of a national public television outreach campaign and with the assistance of the South Carolina task force, S.C. ETV produced two telethons that recruited approximately 700 volunteers who will teach others to read. A follow-up special on illiteracy featured a documentary, interviews and an open line so callers could volunteer. The task force is now studying the problems of illiteracy in the state's prison system.

A new service offered to state agencies is radio interview segments highlighting programs that benefit the general public. Produced by Educational Radio, PEOPLE TO PEOPLE takes a look at workshops, special events, continuing education courses, and recreational activities sponsored by many state government agencies. Over 30 state agencies were featured on PEOPLE TO PEOPLE this year.

Service to Business and Industry

S.C. ETV's mandate to serve business and industry is fulfilled in a number of ways.

The first of these is through open-circuit offerings of specific interest to the business community. Among those are WALL STREET WEEK IN REVIEW, THE NIGHTLY BUSINESS REPORT, THE MACNEIL/LEHRER REPORT, and WASHINGTON WEEK IN REVIEW.

As a part of its open-circuit programming, S.C. ETV also produces and airs special programs of interest to the business community. Perhaps the most significant special produced by S.C. ETV for business this year was ENTREPRENEURSHIP: THE START OF SOMETHING BIG, produced in cooperation with the S.C. State Development Board.

Perhaps the most important recurring local program has been the yearly ECONOMIC SUMMIT MEETING OF THE S.C. CHAMBER OF COMMERCE. Additionally, S.C. ETV, through its nightly program CAROLINA JOURNAL, has covered such events as AM 86 and a wide variety of topics of interest to business.

A good example of a nationally produced special which gained a wide business audience in our state was A PASSION FOR EXCELLENCE, based on the national bestseller by Tom Peters.

As another long-time and significant service, the Network provides transmission capability for two advanced degree programs of interest to business. The first of these is the MBA program offered via S.C. ETV by the University of South Carolina. The second is the widely utilized APOGEE program which offers a master's degree in engineering from the College of Engineering at the University of South Carolina. The ability to receive these programs locally has allowed hundreds of business persons to obtain an advanced degree while remaining employed and in their own community.

The Network also provides service to the business and industrial community through the Teleconference Design Group. Teleconferencing allows groups like the S.C. Chamber of Commerce and state agencies like the State Development Board to communicate with business

efficiently and quickly. This group has also participated in the pilot efforts of PBS' narrowcasting project to provide specific seminars on such topics as AIDS IN THE WORKPLACE.

In addition to all of this, S.C. ETV continues to assist in such important state services as industrial recruitment, the development of new business within the state through such programs as the BUYER SUPPLIER MATCH PROGRAM, a video produced for the State Development Board, and the promotion of significant state services to business such as vocational rehabilitation and alcohol and drug abuse prevention.

During the past year, additional programs aimed at business were produced for the Workers' Compensation Commission, the Department of Labor, and the State Board for Technical and Comprehensive Education. Public service announcements were produced for TEC and Vocational Rehabilitation detailing special services for business.

All in all, the service of the Network to the business and industrial community contributes significantly to South Carolina's outstanding business climate. These services are expanding yearly as the information age becomes reality for business.

Law Enforcement Training

Through a unique service provided by S.C. ETV, South Carolina's law enforcement officers receive regular training to help them meet the challenge of increasingly complex law enforcement problems.

CRIME TO COURT, a monthly closed-circuit series on ETV which is distributed nationally by videotape, keeps officers abreast of the latest developments in their field.

Each month's program is broadcast three times during the month to TEC centers, schools and law enforcement offices across the state; police officers, magistrates and other law enforcement professionals gather at these locations to view the program with an instructor. A discussion period follows.

A booklet which accompanies each month's program reinstates the legal information, provides in-depth explanations and other related court decisions, and testing. These booklets are mailed to magistrates, police officers and members of the judiciary at a rate of approximately 8,000 per month. For the recipient, the booklet becomes a ready-reference tool, kept on file and used frequently.

The CRIME TO COURT video training program reaches approximately 5,000 individuals a month, offering a convenient and inexpensive method of continuing professional education for officers throughout the state. The 1985-86 fiscal year marked ETV's 19th year of service to law enforcement personnel, with the completion of 242 programs.

Current legal decisions, new techniques of enforcement, and the latest procedural methods are part of the constantly updated arsenal of information used by South Carolina's officers through the CRIME TO COURT program to provide modern law enforcement protection to all of the state's citizens. ETV's law enforcement training program is helping South Carolina to develop the best-trained and best-informed officers in the country.

Regional Production Facilities

S.C. ETV has four stations with local production capabilities: WJWJ-TV, Channel 16 in Beaufort; WRJA-TV, Channel 27 in Sumter; WNSC-TV, Channel 30 in Rock Hill; and WRET-TV, Channel 49 in Spartanburg. The primary function of these stations is to extend the broadcast signal to schools in areas too remote to receive adequate reception from other ETV stations.

In addition to extending all aspects of ETV's services to area residents, these stations have the capability to produce and distribute programming which meets the exact needs of local schools, communities and educational institutions. The closed-circuit tape and delay centers at each station provide more flexibility in scheduling for teachers, who can request ITV programs for closed-circuit broadcast on the exact day and time which best suits their classroom needs. Tape and delay centers have greatly multiplied utilization of courses in local schools.

The regional stations were planned in cooperation with and are supported by their local communities, with the hosting community providing housing for each station's production studio. Local production capabilities enable these stations to respond to the specific needs of

their area, in addition to providing residents with the finest state, regional and national programming available.

Because of their local production capabilities, each station is eligible for an independent Community Service Grant (CSG) from the Corporation for Public Broadcasting. In 1983-84, ETV received \$681,533 in CSG funds for support of these facilities. This funding is utilized to provide local services, thus relieving the state of this expense and reducing the burden of production by remote units from Columbia.

WJWJ-TV continues to provide three over-the-air programs to Lowcountry citizens. In addition to its public affairs programs, WJWJ-TV provides a variety of services to city and county governments, state agencies, public schools, universities, technical schools and other local groups within the Lowcountry area.

LOWCOUNTRY REPORT is a locally produced news and public affairs program airing weekday evenings. The station is providing the only daily local television coverage of events and timely information in the Lowcountry area.

LOWCOUNTRY ALIVE! is a live, one-hour information-entertainment program which features area artists, authors, entertainers, and business and community leaders. These guests provide a wide range of information and insight into the happenings of the area.

STEPPIN' OUT is produced by WJWJ-TV and is aired statewide. The series is produced in cooperation with the public schools around the state. The programs feature valuable information that teenagers need concerning job interviews, the skills needed for various types of professions, obtaining a social security card, health information and other youth-related topics.

Early childhood education programming continues to be a top priority for WJWJ-TV. The station produced numerous programs that will be used or made available to child-care facilities around the state and the nation. Cooperative programming production with the National Association of the Education of Young Children (NAEYC) has enabled WJWJ-TV to produce many hours of early childhood education programs for use on our Instructional Television Fixed Services (ITFS) system, which are made available to child-care centers, universities and colleges around the state. The programs utilize materials recorded at national conferences as well as in-studio productions.

Production services have been provided to many state agencies, schools, colleges and organizations throughout the year, including S.C. Department of Youth Services, S.C. Adult Education, Charleston's Governor's School for the Arts, Beaufort County Schools, Beaufort-Jasper County Career Education Center, Beaufort County Literacy Association, Oakley Vocational School, Waddell Mariculture Center, Beaufort County Development Board, Beaufort and Aiken Technical Colleges and many others.

Special internship programs were set up to help provide valuable on-site training for college students from the University of South Carolina, Beaufort campus, and the Beaufort-Jasper Career Education Center operated for high school students. WJWJ-TV participated in a program sponsored by the German Academic Exchange Program in which a college graduate student from West Germany spent 10 weeks studying American television at WJWJ-TV.

WRJA-TV serves the people of Clarendon, Florence, Kershaw, Lee, Sumter and Williamsburg counties. In addition to serving the citizens of these counties through open-circuit broadcast programs, the station is heavily involved in producing tailor-made educational video products for state agencies, institutions of higher learning, and public schools.

In serving community programming needs, WRJA airs four regularly scheduled monthly programs: AGRICULTURE TODAY, GOOD 'N' EASY, USC-SUMTER FORUM and EX-LIBRIS. AGRICULTURE TODAY is hosted by Rowland Alston, Jr., a Clemson University extension agent. This program deals with the many facets of the agribusiness industry. GOOD 'N' EASY, hosted by Deloris Keller, offers cooking tips reflecting the latest home economic information on nutrition and food dollar value. USC-SUMTER FORUM, hosted by Dr. J.T. Myers, focuses on a wide range of topics of current interest. EX-LIBRIS, hosted by Ellen Arl, features in-depth discussions about books and their authors.

For broader-based community support, WRJA produces the daily 27 TONIGHT program. With this series, the station serves both the public and educational institutions of the area with timely and important information.

During the year, WRJA spends considerable production time creating non-broadcast programs for special needs. Some of the more important projects completed by WRJA included

the coverage of the Land Resources Conference; the production of ITV in-service training tapes through the taping of the Governor's Conference on Education; the production of three one-hour programs for Dr. Julia Thomason's Creative Thinking Skills Workshop, held for the S.C. Administrators' Leadership Academy; and the recording of the keynote speakers at the USC Early Childhood Summer Institute. For area vocational schools, several student recruitment tapes were produced. In cooperation with the Sumter Development Board, the Chamber of Commerce, and Sumter Technical College, WRJA produced the centerpiece video for an industrial fair that introduced area high school students to 19 major industries within the area. For Project High Scope, WRJA continued to produce public service announcements for national distribution. This year, to help Sumter School District Two with their accreditation process, three custom video presentations were produced. Also produced was a video called the MAKING OF HORTON MORTON which profiled the work of all those involved with the HORTON MORTON program.

Expanding tourism income, teaching students to use libraries, promoting literacy training, and helping industries keep employees safe—these are only a few of the results of programs produced by S.C. ETV's Rock Hill regional station, WNSC-TV.

While expanding local programming to five programs a week, WNSC-TV has also upgraded services to schools and colleges, industries, and other state agencies.

This year, WNSC-TV received the first O.E.D.Y. award from the Olde English Tourism District for its production of a tourism promotion video for the seven-county region.

When the South Carolina Opera Company made its home in Rock Hill this past year, WNSC-TV documented the preparation of the first performance. A special program on the performance of *La Boheme* was credited with helping to provide a "full house" on premiere night.

When a local citizens committee in Rock Hill took on the job of fighting litter on the streets, WNSC-TV came to their assistance with a campaign of special programs on the problem. The station sponsored a weekend clean-up campaign to go along with its programming.

One of the upstate's primary festivals is the "Come See Me Festival" in Rock Hill. This year, staff members took an active part in volunteering to work on the festival and producing a half-dozen specials on the festival. Included in this was a presentation on the Regional Special Olympics, held for handicapped persons.

As York County celebrated its bicentennial, WNSC-TV produced an original docudrama for use in the public schools of the region.

Working with the S.C. Department of Mental Retardation, WNSC-TV produced a special half-hour program on the daily lives of mentally retarded persons in the area. This program showed the success of job training for many mentally handicapped persons.

Placing special emphasis on the role of minorities in the growth of the upstate region, WNSC-TV produced an entire series of black history segments. These programs profiled institutions and individuals who contributed to economic and social progress.

In addition to these projects, WNSC-TV carried a full load of local programming.

This year, WNSC-TV completed the seventh year of producing the acclaimed WINTHROP CHALLENGE, a high school quiz program involving schools from around the state and broadcast statewide by the S.C. ETV Network.

Local community service programming expanded in the program series UPSTATE TONIGHT, broadcast each weeknight. This program used WNSC-TV's portable production facilities as well as studios to give viewers insights into their communities. These programs seek to reflect the activities and progress of the communities in the coverage area.

Finally, WNSC continued and improved its long commitments to assisting in the educational needs of schools and colleges and industrial training. WNSC continued this year with the series USING YOUR LIBRARY, produced with Clover High School for use in statewide broadcasts.

To help schools in the area achieve the goals of the Education Improvement Act, WNSC has produced a number of teacher training modules for Rock Hill District 3, Fort Mill Schools, and the Education Department of Winthrop College. Among these are P.E.T. training programs, teacher effectiveness/student achievement training programs, and training modules for new teachers. In cooperation with the Education Department of Winthrop College, WNSC also produced a series of programs titled THE MAGIC OF LEARNING. This series traveled to schools in the region and taped programs involving teachers, PTOs and administrators. These programs recognized outstanding teaching methods and teachers.

WNSC helped Celanese Corporation, Boise Cascade Company and Bowater Carolina train

employees in quality, safety and productivity. In addition, WNSC helped Bowater Carolina tell the story of nature conservation to young people in the program PROJECT LEARNING TREE in the public schools.

Celanese's Celriver Plant in Rock Hill has made an equipment gift to the station. WNSC has been presented with a Sony wireless microphone system as a token of appreciation for the training videos produced for the company in the past year. The presentation was made by Henry Hill, the training director for the Celriver Plant.

WRET-TV serves both the upper Piedmont of South Carolina, including Spartanburg and parts of Greenville, Union, Laurens, and Cherokee counties, and the southern part of North Carolina. Beginning local, daily production in September 1985, WRET-TV is committed to a strong broadcast schedule, while at the same time serving the needs of industry, schools, state agencies and cities through non-broadcast productions. With a small staff of 11 professionals, WRET-TV has produced numerous specials, documentaries and daily programs in addition to a large number of non-broadcast projects.

The WRET-TV productions for broadcast include the public affairs program COMMUNITY BEAT, which recently expanded to three nights weekly with the new name of UPFRONT. This show is one of the few available in the Spartanburg area that provides viewers with a closer look at their community. Crews from WRET-TV have covered events in the viewing area in order to provide a comprehensive look at community happenings. Topics discussed on the show have included rape prevention, SPCA, the textile bills in Congress, literacy, and drug abuse by teens. Guests appearing have included Connie Chung, Ray Stevens, the British ambassador, the president of the Textile Association, and Shirley Chisholm.

WRET-TV has also made viewers aware of important issues affecting them. For five months, WRET-TV produced the limited series POINT OF VIEW, which addressed a variety of issues, including terrorism, moving I-85 to a new location, girls playing football on men's teams, and the death of the Challenger astronauts and its affect on the teacher-in-space program. This series showed both sides as newspaper reporters questioned both pros and cons. Guests included Senator Joe Wilson, Liz Patterson, Ryan Shealy and the mayor of Spartanburg.

WRET-TV also utilized the Spartanburg Youth Theater and the Spartanburg County Library and the Woodruff Public Library when producing its limited children's series STORYTELLER. Several schools in the area videotaped WRET's productions of fairy tales, then rebroadcast them within the schools.

Other limited series included JAZZERCISE, an exercise series and STAGE CENTRE, a series of specials both locally and PBS produced, one of which was videotaped and used in a history course at the University of South Carolina at Spartanburg.

WRET-TV has produced a variety of specials, including a look at the effect of the Battle of Cowpens on the revolutionary war; LIVING IN A CHEMICAL WORLD, which focused on the abuse and care of drug abusers; and a high school quiz academic bowl, BRAINTEASE, which involved four local academic teams from Spartanburg. A special, produced by WRET, which has been used by both the Spartanburg Chamber of Commerce and schools within Spartanburg, is GETTING TO KNOW SPARTANBURG, a look at the historical, economical, and social aspects of the community. Other specials include gospel music, barbershop harmony, THE NUTCRACKER, which involved the Spartanburg Ballet Guild, *The Messiah* and Bach, two presentations involving Wofford College's Glee Club and Concert Choir and its Baroque Orchestra.

WRET-TV also provided programming to encourage community involvement. In 1985, the USC-S graduation was televised to the community for the first time. Freedom Weekend Aloft, Suzuki Institute at Converse College, Gaffney Peach Festival, and Woodruff Storyteller's Festival were all subjects that WRET-TV televised for the Spartanburg area.

WRET-TV has been an ongoing contributor to the S.C. Educational Television Network programming. In 1985, WRET contributed to a number of statewide broadcasts which included literacy programming, a national textile association meeting and demonstration, as well as continued features to CAROLINA JOURNAL.

In the area of non-broadcast productions, WRET-TV has been extremely active. Organizations which have used WRET-TV to produce programs include Union Services, an organization devoted to the mentally handicapped; the Greer Chamber of Commerce, for the promotion of its town in order to attract industry; and the American Lung Association, Union Chapter, which presented an award to WRET-TV for its project and which showed this project at a national lung association meeting. WRET-TV has produced school accreditation and promotional projects for numerous schools in various counties in the upstate. These school

projects included ones for Spartanburg School districts 2, 3, 5, 6, Converse College, Tri-County TECH, the University of South Carolina at Spartanburg, Oconee Vocational School, Oconee School District, and Union Vocational School.

WRET-TV has worked closely with S.C. Department of Education's Office of Instructional Technology and has produced several projects both in Spartanburg and Columbia.

WRET-TV has ongoing projects with both the School for the Deaf and Blind, providing training tapes, and with the S.C. Land Resources Commission, providing public service announcements on land management.

WRET-TV has been active in the Spartanburg County community life. In 1985, WRET-TV sponsored Sesame Street Live at the Greenville Memorial Auditorium. During this sponsorship, staff members from WRET-TV dressed as Burt and Ernie visited the School for the Deaf and Blind, delighting children. WRET-TV also presented 50 free tickets so that these children could attend a performance. WRET-TV took an active part in Spartanburg's Christmas parade, and staff members participated in the 1985 and 1986 Mothers' March of Dimes walkathon. Community leaders frequently have sought out WRET-TV staff to consult on projects, including active participation on Spartanburg's Development Council. Tours have also been a big part of community involvement and several schools and clubs have toured the facilities of WRET-TV.

Educational Radio Network

The S.C. Educational Radio Network (S.C. ERN) provides early morning, afternoon and evening broadcasts which bring informational, educational and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m.

S.C. Educational Radio provided the nation's listeners with music from the Spoleto Festival once again in 1985. The SPOLETO CHAMBER MUSIC programs were distributed nationwide on American Public Radio. This fine series of programs is now a revered tradition for S.C. ERN. The superb musicians are heard at their best through the technical expertise of WSCI-FM in Charleston and Columbia-based Network personnel.

Work progressed on another season of MARIAN McPARTLAND'S PIANO JAZZ. The award-winning series made its appearance for the sixth time on National Public Radio in 1985. The 1984 series won the prestigious George Foster Peabody Award, the first given to a public radio station, and the New York International Radio Festival Award for 1985.

In addition to producing programs for National Public Radio, S.C. ERN provided a variety of programs for local and statewide audiences through the production facilities of the Network's stations. These programs ranged from daily news and weather updates to symphony performances, jazz programs, consumer reports and public affairs series.

The seven radio stations of the S.C. Educational Radio Network are WSCI-FM 89.3/Charleston, WEPR-FM 90.1/Greenville/Spartanburg, WLTR-FM 91.3/Columbia, WNSC-FM 88.9/Rock Hill, WRJA-FM 88.1/Sumter, WJWJ-FM 89.9/Beaufort, and WHMC-FM 90.1/Conway/Myrtle Beach.

Educational Radio for the Blind

A unique service for blind and visually impaired citizens of South Carolina is being offered through a joint effort of the S.C. Educational Radio Network and the S.C. Commission for the Blind. Known as Educational Radio for the Blind, this programming is broadcast over a subchannel of the seven S.C. ERN stations and is obtainable by way of a specially-tuned, fixed-frequency receiver issued to qualified individuals by the Blind Commission.

Fifty volunteers assist a six-person staff at the Commission for the Blind in preparing broadcasts designed to offer as much contemporary printed matter as possible to legally blind individuals who do not have access to the printed word. Broadcasts include readings from several daily state newspapers and other local, state and national publications, as well as chapter-by-chapter readings from selected books and magazines. Listeners can hear programs on career and employment information, consumer tips, information on household repairs, recipes, self-defense techniques, and home study courses. Special programs for women, senior citizens and children are a regular part of the schedule, as are programs dealing specifically with the problems, challenges and technological advancements for the blind.

Educational Radio for the Blind is on the air Monday through Sunday from 6:00 a.m. to 11:00 p.m., a total of 119 hours each week.

The first subchannel receivers were issued to blind listeners in 1973 when WEPR-FM (90.1) began programming in the Greenville area. Today this special network for the blind is heard statewide from transmitting towers in Sumter.

III. COMMUNICATIONS SYSTEM

The Closed Circuit Network

To cover the entire state, South Carolina ETV's closed-circuit network utilizes state-owned Instructional Television Fixed Services (ITFS) systems as well as a state-owned multi-channel microwave system to transmit instructional television programs to approximately 560 schools, hospitals, police departments, TEC centers, USC regional campuses, state agencies, Clemson University and other higher educational institutions.

The present ITFS network consists of 14 local area transmitters (LAT) with tape and delay centers servicing 237 secondary and vocational schools with four channels of ITV programming. Additionally, 12 wide area transmitters (WAT) and six repeaters serve 180 secondary/vocational schools with two channels of ITV programming. Also served with two channels of ITV programming are 144 hospitals, police departments, TEC centers and other educational entities, with all four of these channels being available during the evening for higher education programs.

Since secondary schools have a curriculum of approximately 83 different courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility. Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time—by simply turning the channel selector.

During school hours, ETV reserves its closed-circuit, multi-channel system from transmitting in-school series for secondary schools. ETV can offer a number of repeats and a wide selection of courses, at times broadcasting up to 12 programs simultaneously. The availability of a televised resource at a time when it can be used by the classroom teacher is of the utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule that more closely meets students' needs.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility which multi-channel provides is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education, in such areas as business, teacher in-service, medicine, law enforcement, or Master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel, and post-graduate degree courses require so much channel time that more than one channel is essential now that different degree programs are offered.

The Open Circuit Network (Public Television) Broadcast Television Stations

S.C. ETV's Network of broadcast television stations now numbers eleven.

WITV, Channel 7, Charleston
WEBB-TV, Channel 14, Allendale-Barnwell
WNTV, Channel 29, Greenville
WJPM-TV, Channel 33, Florence
WRLK-TV, Channel 35, Columbia

WJWJ-TV, Channel 16, Beaufort
WHMC-TV, Channel 23, Conway
WRJA-TV, Channel 27, Sumter
WNSC-TV, Channel 30, Rock Hill
WNEH-TV, Channel 38, Greenwood
WRET-TV, Channel 49, Spartanburg

All of these channels are devoted to elementary school instructional programming during the school day. Although only one program may be telecast over each channel at any given time, broadcast television stations can be received within a wide range without the need for special cables. This system is currently serving 1,031 South Carolina public schools.

The first five stations listed (Ch. 7-35) carry one broadcast schedule during instructional television hours (8:00 a.m. - 3:00 p.m.), while the other six carry an entirely different instructional television schedule. This scheduling allows those schools and individuals in areas receiving more than one ETV station a choice of times for their favorite course or program.

After the school day has ended, these stations broadcast programs designed especially for teachers. At home or at school, teachers can watch courses in special interest areas or even complete certification or college credit courses. All stations carry the same broadcast schedule after 4:00 p.m. on weekdays and on weekends, with Ch. 16, 27, 30 and 49 offering local productions at 6 p.m. and 7 p.m.

Home viewers are afforded unlimited opportunities with the best of public television programming. They are able to receive informative and interesting cultural and public affairs programs, and training or in-service programs for business, industrial or professional personnel. College credit courses are also available for at-home viewing, and thousands of the state's citizens can annually earn higher education credits without traveling to university campuses or disrupting their professional and personal lives in order to continue their graduate or undergraduate college education.

Public Television Programming

Public television continues to provide South Carolinians with the most extensive array of television programs in the state, serving the informational, cultural and educational needs of all citizens. Public television on S.C. ETV is funded in part by an annual federal appropriation administered by the Corporation for Public Broadcasting and by corporate and viewer donations to the ETV Endowment of South Carolina.

PBS favorite programs according to our viewer surveys are NATURESCENE, NOVA, WILD AMERICA, MASTERPIECE THEATER, MYSTERY, AUSTIN CITY LIMITS, ALL CREATURES GREAT AND SMALL and FIRING LINE.

S.C. ETV's commitment to provide the state's children with quality programming is evident in the many morning and afternoon hours devoted this year to SESAME STREET, MR. ROGERS' NEIGHBORHOOD and READING RAINBOW.

The popular "how-to" shows offer South Carolinians the opportunity to improve their skills in many areas, including painting, carpentry, gardening and cooking. Popular titles include THE GARDEN SPOT, MOTORWEEK, JUSTIN WILSON'S LOUISIANA COOKIN', THE VICTORY GARDEN, SQUARE FOOT GARDENING, and GREAT CHEFS.

Public Affairs Programming

In 1985-86, the S.C. ETV Department of News and Public Affairs Programming produced over 270 programs on topics ranging from politics, consumer advice, nature, family health, legal advice, education, business, and technology.

CAROLINA JOURNAL, the nightly public affairs series, continued 16 years of statewide programming and increased the number of topics, stories and guests per night. ETV's extensive closed-circuit system allowed guests to appear live from Charleston, Clemson and Spartanburg. Experts in family law, family medicine, personal finance, home electronics, the outdoors, nature, and the South Carolina economy brought their wit and advice to CAROLINA JOURNAL as contributing editors.

Specials included:

4 hours	SPOLETO USA 1986. Daily coverage of the internationally acclaimed festival in Charleston. Uplinked by satellite to all public television stations.
3 hours	STATE FAIR 1986. For the third year, nightly live coverage of the largest outdoor event in the state.
5 hours	MARCHING BAND FESTIVAL. Live coverage of the State Fair's festival of high school bands from Williams-Brice Stadium.
1 1/2 hours	ECONOMIC SPECIAL. Live from Hilton Head with the South Carolina State Chamber of Commerce.
1 hour	STATE OF THE STATE ADDRESS. Final address of Governor Dick Riley.
1 hour	PROFILE: CHARLES BOLDEN. South Carolina pilot-astronaut Charles Bolden, Jr.
2 1/2 hours	COLUMBIA BICENTENNIAL CELEBRATION. Live remote.

STATEHOUSE WEEK continued for a fifth year with daily coverage of the General Assembly and for the third year with a repeat interpreted for the hearing impaired on Sunday afternoons. The program capsuled the week's action in the House, Senate and executive branches of government.

EDUCATION'S REPORT CARD with Dr. Charlie Williams and Tom Fowler continued its second year of once-a-month programs focusing on South Carolina's kindergarten through twelfth-grade public education system and its issues.

Cultural Affairs Programming

ART'S THE THING, a weekly arts magazine, continued its third season with artists' profiles, events and specials from across the state. Art collections, dance companies, musicians, performers and writers are showcased in this series—South Carolina's only television series devoted to the arts. Included in each program is a community arts calendar to assist urban and rural areas with publicizing their events. A major special of the year was the Charleston CELEBRATION OF THE ARTS: 250 YEARS. This included the Robert Ivey Ballet, Footlight Players, CATS and the Charleston Summer Workshop Theater.

African-American Programming

The mainstays of minority programming on S.C. ETV are the weekly series FOR THE PEOPLE and JOBMAN CARAVAN.

FOR THE PEOPLE explores many of the historical myths concerning African-Americans. Contemporary issues facing African-Americans are discussed in expanded hour formats. At times, viewers are invited to call in questions and comments to studio guests. Six of the programs have been uplinked to other public television stations in the country. These included a two-part series on AFRICAN PRESENCE IN THE AMERICAS BEFORE CHRIST; AFRICAN PRESENCE IN EARLY ASIA; and an extended program with Dr. Cheikh Anta Diop, nuclear physicist and historian. Dr. Diop is the director of the Radiocarbon Laboratory at the University of Dakar in Senegal, West Africa.

JOBMAN CARAVAN is a job-oriented series with young people as its target audience. It mixes entertainment with job profiles, success stories, consumer information and advice from national and local figures.

Regional and PBS Programming

S.C. ETV regional production centers offer several programs in each of their communities. These series include UPFRONT; THE WINTHROP CHALLENGE, LOWCOUNTRY ALIVE, 27 TONIGHT, LOWCOUNTRY REPORT, UPSTATE TONIGHT, and UPSTATE LIVE.

S.C. ETV productions and co-productions presented nationally on PBS this year include *PRIDE OF PLACE*, *Roanoke* on AMERICAN PLAYHOUSE, and *Spoleto USA* for GREAT PERFORMANCES. In addition, S.C. ETV uplinks several series for national use on public television. These productions include NATURESCENE, SIX-GUN HEROES, TO LIFE: YOGA WITH PRISCILLA PATRICK, and PAINTING WITH ILONA.

During the past year, the VENTURE crew has traveled to different parts of the state producing six-minute features of interest to all South Carolinians. The main thrust of the series is designed to tell the story of the development of the S.C. State Museum, highlighting the exhibits and the work of the staff and increasing our appreciation for, and understanding of, the state's cultural, natural and historical heritage.

Twenty features have been produced and broadcast at various times during the broadcast day. These have been used in S.C. ETV's nightly public affairs program, CAROLINA JOURNAL, and as fillers following ALL CREATURES GREAT AND SMALL; THE ASCENT OF MAN and WILD, WILD WORLD OF ANIMALS.

VENTURE brings viewers the sights, sounds and behind-the-scenes activities of South Carolina museums, dispelling the concept of a museum as a dark and dusty building. Featured on VENTURE have been such subjects as The Mary Rose, The Best Friend of Charleston, The Columbia Museum, Catawba Indian Pottery, Roper Mountain Exhibits, Art at the Gibbes, Lasers, Astronauts, McKissick Museum, Wade Batson, Snuffy Jenkins, Brookgreen Gardens, Sandy Island Basket Weaving, and the Fitz Telescope.

Southern Educational Communications Association (SECA)

S.C. ETV is the public television headquarters for the largest regional television network in the United States: the Southern Educational Communications Association (SECA). SECA is composed of 177 radio and television stations. ETV's programming and engineering staffs assist SECA with the transmission of dozens of programs each week via WESTAR I. ETV has one of eight regional satellite uplinks in the country that can transmit programs to the WESTAR I satellite for use by the Public Broadcasting Service and other broadcast stations.

Television Programming Summary

During a school day, S.C. ETV telecasts 255 programs or 116.05 hours on its open-and-closed-circuit systems.

Multiple programming originates daily from ETV's Master Control area. During the school day, for instance, MATH CYCLE may be on one circuit, while U.S. HISTORY, ABOUT SCIENCE and READING RAINBOW are being transmitted on other circuits.

There can no longer be any doubt that educational television is a positive and powerful instrument for the upgrading of education at all levels. At this particular time in the development of education in South Carolina, educational television can play a major role. With the rapid changes taking place in subject matter and its increased complexity, ETV is capable of providing vast resources to the state's teachers, thus helping them immeasurably in their efforts to provide uniformly excellent opportunities to all students. ETV can strengthen education at all levels and insure the availability of uniform learning resources and standards—something that cannot be guaranteed in any other way.

The era of satellite programming has increased the total capability of the S.C. ETV system, with multiple channels to and from PBS WESTAR. The satellite circuits interconnect with ETV's Master Control System to form one of the most complex programming systems in the world. Daily uplink programs for the Southern Educational Communications Association (SECA) Network originate from S.C. ETV to PBS WESTAR.

Satellite Communications

Satellite transmissions provide a larger variety of program choices, a better quality sound and picture and a reduced cost in sending or receiving programming over long distances.

Satellite telecommunications systems are made up to two parts: an "uplink" and a "downlink." In the uplink mode, television programs are beamed from special origination

terminals, such as the one located at ETV headquarters in Columbia, to a satellite orbiting in space. In the downlink mode, these programs are then relayed instantaneously from the satellite to special receivers on the ground.

ETV has been a pioneer in the use of satellite communications, making the first transcontinental satellite broadcast ever attempted in early 1970. This demonstration helped the National Aeronautics and Space Administration determine to proceed with plans to make satellite time available to educational television stations on a trial basis.

In cooperation with the Southern Educational Communications Association, ETV was a test site for sending and receiving programs via NASA's Communications Technology Satellite (CTS) from December 6, 1976 until June 1979. Programs were sent from ETV to 10 stations in eight Southern states every other day via CTS. On alternate days, the satellite was used for experiments in Canada. Participating stations would ship program material to ETV for distribution throughout the region. This resulted in increased choices of programming material for both the classroom and home viewers in South Carolina.

In 1977, ETV also became a receiving site for the ATS-6, a satellite which gave access to the Appalachian Regional Council. This satellite has been utilized for special regional meetings and for transmission of special courses for teachers. This operation was switched to the SatCom 1 satellite in early 1980. ETV is working with the Appalachian Regional Council towards sharing its many programming resources with states from New York to Alabama within the Appalachian region.

Beginning in 1978, ETV completed installation of antennas in Columbia, Beaufort, Rock Hill, Sumter, Conway, Spartanburg and Greenwood to receive programs from the Public Broadcasting Service (PBS) via the WESTAR satellite. Provided with funds made possible by the Corporation for Public Broadcasting, the Kresge Foundation and the Ford Foundation, these antennas enable ETV to receive up to four different programs from PBS simultaneously. Quality of picture and sound is greatly improved, especially for the Beaufort, Rock Hill and Sumter stations, which formerly received signals via land lines from Columbia which had already traveled by ground lines from Washington, D.C.

In addition to receiving programs from WESTAR, ETV is also one of the few public television entities across the nation capable of transmitting programs to the satellite for transmission nationwide. ETV feeds this satellite with programs virtually every day for use in various parts of the country.

In 1982, ETV became the uplinking point for the national instructional television schedule. An average of seven daily hours of ITV programming is fed via satellite Monday through Friday to PBS stations across the country.

Additionally, S.C. Educational Radio is connected to the National Public Radio Satellite System by an uplink in Columbia and downlinks in Columbia and Charleston.

ETV will continue to explore uses of satellite communications, thus assuring that South Carolinians will be among the first in the nation to enjoy the benefits of this communications advance, utilizing tomorrow's technology to improve education today.

IV. EVALUATIONS OF ETV

South Carolina System Praised

Many leaders in education and broadcasting have commended the accomplishments of the South Carolina ETV system. In a visit to South Carolina, Alan Pifer, president of the Carnegie Corporation, said, "Everywhere we go, we are told that South Carolina is the model for what educational technology should and can do in meeting educational needs of our changing society. What you are doing here, from satellite transmission to the broad use of electronic technology, makes you truly a pioneer in educational broadcasting." Chairman of a task force which is studying public broadcasting, Pifer visited the ETV Center in Columbia as part of a nationwide study to reassess the role of public broadcasting in answering the nation's informational and educational needs.

Public Broadcasting Service (PBS) past-president Lawrence K. Grossman said, "I am amazed at the amount of programming you are transmitting here in South Carolina through your open and closed-circuit networks. It's easy to see why you have been acknowledged the

leader in educational broadcasting for so long. The rest of the country is just beginning to catch up."

Dr. Alvin E. Eurich, then director of the Fund for the Advancement of Education, commented: "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system." Dr. William L. Bowden of the Southern Regional Educational Board said, "You have overwhelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

Studies Commend ETV Achievement

Carnegie Commission Study

Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.

ETV Audience Surveys

An *ETV Audience Survey*, conducted by the University of South Carolina's College of Journalism in the spring of 1977, indicated that 62 percent of South Carolina families queried watch ETV. The survey was conducted in seven communities—Columbia, Charleston, Greenville, Florence, Sumter, Beaufort and Allendale-Barnwell. In contrast, an earlier survey showed 50 percent of Columbia households watch ETV. Recent coincidental surveys and samplings for individual programs also indicate that ETV viewership is on an upward trend. A special statewide survey on the highly successful, award-winning *JOBMAN CARAVAN* indicated that 70 percent of the target audience watch the series.

The Governor's Management Review Commission Report

The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses the work of ETV in the past and expresses extremely positive recommendations for improving ETV facilities and extending the economic advantages of ETV throughout the state through the extension of additional closed-circuit multi-channel transmission capabilities.

American Education Article

An article in the April 1979 issue of *American Education* magazine stated that, "Today, ETV is an undeniable fact of life in South Carolina. Many citizens . . . turn to the educational channel for entertainment as routinely as they do the commercial stations." The article also stated that even though South Carolina was ". . . indeed an unlikely ETV pioneer . . . the fact remains that somehow South Carolina spearheaded the movement which was to turn television into the most powerful educational tool of the century."

Metropoll Survey

In the 1979 *Metropoll Survey of Columbia, Charleston and Greenville-Spartanburg*, it was stated that "When compared to the four other state agencies (S.C. Department of Parks, Recreation and Tourism; S.C. Department of Consumer Affairs; S.C. Highway Department; S.C. Department of Wildlife and Marine Resources), ETV ranks first among respondents rating each agency in all metropolitan areas, with the exception of Greenville-Spartanburg." In Columbia, 85.4 percent of respondents to this poll rated ETV as "good" or "excellent"; in Charleston, 83.1 percent of respondents rated ETV in these two categories; and in Greenville-Spartanburg, 78.6 percent rated ETV's services as "good" or "excellent."

Carnegie Commission Report on the Future of Public Broadcasting

In the second *Carnegie Commission Report*, it was stated that "with strong support from the state, the South Carolina ETV Network has developed one of the nation's most sophisticated and extensive telecommunications systems. South Carolina ETV produces and delivers public television and radio programming to virtually the entire state. It also employs multichannel closed-circuit television to interconnect 250 secondary schools as well as 130 hospitals, police departments, universities and technical centers. The radio network provides both general and instructional programming as well as SCA services for the blind. South Carolina ETV is also exploring integration of commercial cable television operations into the total system to expand audience viewing options."

Charlotte Observer Article

In a feature story done on the South Carolina ETV Network in *The Charlotte Observer*, Larry Grossman, then president of the Public Broadcasting Service, stated: "The South Carolina ETV Network is an extraordinary system known throughout the world as one of the pioneers in instructional and educational television, and now in public television.

"That state (South Carolina) is the most advanced in the country in public and educational television."

South Carolina Business Article

In the premiere issue of *South Carolina Business*, the magazine published a feature on the ETV Network citing its programs and services which help business and industry in the state. ". . . ETV contributes notably to the state's economic development," according to the magazine.

TarHeel Magazine Feature

In its June 1981 issue, *TarHeel* ran the story: "South Carolina Educational Television: How It's Done Elsewhere." The article stated, ". . . the South Carolina Educational Television Network has wrought a revolution in public broadcasting the scope of which is being felt not only in the Palmetto State, but internationally as well." Said Larry Grossman, then president of PBS, in the feature, "The technological sophistication and progressive nature of its [S.C. ETV's] approach to education and enrichment is unexcelled."

Island Packet Feature

In a feature story appearing in the March 17, 1983 issue of the *Island Packet*, one of ETV's public affairs programs, STATEHOUSE WEEK, was spotlighted. According to the article: "STATEHOUSE WEEK is the only program available to South Carolinians that provides such extensive coverage of the daily activities of the state legislature and regular viewers will be among the few South Carolinians who know not only what's happening newswise, but also why."

The State Article

In an article which ran in the September 26, 1983 issue of *The State* newspaper, ETV's teleconferencing ability was noted: "South Carolina Educational Television is a forerunner in teleconferencing. But it didn't expect the response it received to its latest teleconference, which will originate in Columbia Thursday and be transmitted to more than 200 Public Broadcasting Service facilities. The teleconference, which takes advantage of the state's advanced broadcasting capabilities, will involve registrants from as far away as Alaska and Hawaii. Such teleconferences are bringing top-name business talent to the state while generating revenues for S.C. ETV at the same time."

About ETV's teleconferencing abilities, E. Gregorie Frampton, executive director of the S.C. Tax Commission, said, "The Tax Commission recently completed its first statewide training course, utilizing ETV's teleconferencing facility. We are constantly seeking ways to reduce costs as we provide for needs such as training. The ETV teleconferencing concept provides not only savings in travel expenses, but savings in non-productive time for our audit staff; the results being more dollars for collection efforts and more productive revenue producing audit hours."

Director of the S.C. Commission on Aging, Harry R. Bryan, commented, "We found teleconferencing to be an effective and economical method of doing training. It saves workers' time and travel and still gets the information to them. Now that we know something about teleconferences, we hope to do more of them in the future."

The S.C. Budget and Control Board's Group Life Coordinator, Judy Allen, said, "What a big success! Thanks for making our first teleconference so professional. All the evaluation sheets are in and the comments range from 'The best workshop ever,' to 'Wonderful way to save money.'"

Columbia Record Editorial

In a May 5, 1984 *Columbia Record* editorial, S.C. ERN was spotlighted. The editorial said, "In case it escaped your notice, the South Carolina Educational Radio Network has won a prestigious George Foster Peabody Award for excellence in broadcasting. The citation was for Marian McPartland's Piano Jazz, a sparkling mix of conversation and performance. Creative men and women in front of and behind the microphones and cameras are the resourceful master cooks who ultimately delight and stimulate the listening and viewing audiences with their artistic productivity."

The Myrtle Beach Sun News Feature

In a September 4, 1983 feature on ETV's 25th Anniversary, the *Sun News* wrote, "In the world of public broadcasting, South Carolina Educational Television has won a well-deserved reputation for being one of the best networks in the country."

Index-Journal Editorial

The Greenwood *Index-Journal* commented in a September 5, 1983 editorial, "September 6 marks a quarter of a century for the South Carolina Educational Television Network. It was an experiment that has proved valuable beyond expectations. As supplier of the most diverse services of any educational television operation in the world, South Carolina ETV provides programming for kindergarten children and all of the state's medical personnel; for all public school grades and teachers; for pre-school care givers and college students. In addition South Carolina ETV provides many cost-saving services for state agencies ranging from statewide training of poll workers via television to the preparation of promotion audio visual kits. Those familiar with the network know these successful ventures have been worth the effort . . . and anxiously await to see what additional benefits to education the next quarter century brings."

The State Article

On Friday, April 27, 1984, an article in *The State* newspaper reported, "South Carolina ETV has set a benchmark for staging international public television conferences, according to Leslie Lawrence, president of the board for the worldwide organization. It was 'INPUT '84,' the seventh annual International Public Television Screening Conference in Charleston, and Lawrence said: 'I don't know if we'll ever equal it, I certainly hope so. This has improved the image of public television and American television immensely.' He said that he had 'been impressed with what has happened here. It's been well-organized, and I knew South Carolina ETV would do the job. They are so far ahead of a lot of public systems.'"

Aiken Standard Column

In an August 1984 article, a reporter for the *Aiken Standard* wrote, "Now that the dog days of August are upon us, many are grateful for a chance to just sit and look at TV. Some will be especially pleased to have S.C. ETV available to them.

S.C. ETV was founded in 1958 as an experiment in Columbia's Dreher High School just to measure how effectively teaching could be done by TV. Judging from its growth, the experiment was overwhelmingly successful."

Broadcast Management/Engineering Magazine

In March 1985, the national publication, *Broadcast Management/Engineering* magazine, did an extensive feature on the S.C. ETV production, *TALES OF THE UNKNOWN SOUTH*. The magazine wrote, "Three powerful but relatively unknown short stories by three equally obscure Southern writers have been filmed, produced and packaged by South Carolina Educational Television (S.C. ETV) and will be aired by Public Television stations around the country. . . .

"The talent [in the program] is mainly regional, and production crews as well as post-production staff and facilities are all courtesy of S.C. ETV. Their work on *TALES OF THE UNKNOWN SOUTH* goes a long way toward proving that there are a tremendous number of talented production people in all parts of the country who have the ability to create first-class, first-run, prime-time programming."

The State Feature

President and General Manager Henry J. Cauthen was featured in *The State* newspaper October 6, 1986. The article quoted newsman Bill Moyers as saying, "Henry Cauthen is one of the most innovative minds in the PBS system. He is always thinking of new ideas and he is successful in doing unusual programming that will also make [its] way financially."

Host/columnist William Buckley also quoted in the article declared, "I've dealt with Henry Cauthen for 15 years. He is not only a delightful man, but a person who lives up to his commitments. Indeed, he is a shining light in the world of educational television."

Mentioning the Network, the article said, "S.C. ETV is now the third largest supplier of educational programming in the country exceeded only by New York's WNET and Boston's WGBH. As recognition from the national front pours in, it becomes evident that the South Carolina system has now found its place in the sun."

V. UTILIZATION TABLES

Table 1

ETV Programming for a Typical Day

Type of Programming	Hours Per Day	Percentage of Broadcast Day
Public School	51:02	43.9%
Teacher Staff Development	3:00	2.8%
Professional Education	12:15	10.5%
College Credit	23:10	19.9%
General Education	18:23	15.8%
Children	4:30	3.8%
Public Affairs	2:30	2.1%
Other	1:45	1.2%
TOTAL	116:05	100.00%
TOTAL NUMBER OF PROGRAMS: 255		

Table 2

**Utilization of ITV Services 1985-86
(Total Course Enrollment)**

Public Schools (464,586 individuals in 185 TV courses)	
Total Course Enrollment	2,553,764
Staff Development Education for Teachers	8,728
College Credit Enrollment	3,992
Medical Personnel (closed circuit only)	11,122
Law Enforcement Officers (monthly)	5,000
All for 1.2 percent of the state's educational budget.	

Table 3

Television Course Enrollment Summary

Subject Area	No. of Courses	Total Course Enrollment
Language Arts (Reading, Writing, Literature, Foreign Languages)	46	793,026
Mathematics	16	137,088
Science	29	498,970
Social Studies	44	663,487
Art	8	70,790
Music	9	125,935
Physical Education, Health and Safety	17	190,885
Vocational Education	7	23,064
Environmental Studies	3	29,376
Computer Assisted Instruction	6	12,399
Staff Development Programs	—	8,744
K-12 Students	185	2,553,764

Table 4

Instructional Television Utilization

Total Course Enrollment*	
1979-1980	1,885,203
1980-1981	1,978,785
1981-1982	2,145,544
1982-1983	2,098,616
1983-1984	2,123,931
1984-1985	2,331,464
1985-1986	2,553,764
Individual Student Enrollment**	
1979-1980	357,572
1980-1981	386,198
1981-1982	405,622
1982-1983	411,137
1983-1984	429,928
1984-1985	447,551
1985-1986	464,586

Total Schools Using	
1979-1980	928
1980-1981	971
1981-1982	995
1982-1983	1,005
1983-1984	1,007
1984-1985	1,020
1985-1986	1,031

* This enrollment figure represents the total number of course exposures to students; thus a student who takes two courses is counted two times.

** This figures counts the student only one time, regardless of how many courses he or she may view.

VI. AWARDS

National Academy of Television Arts and Sciences

Emmy Award for JOBMAN CARAVAN, 1969-1970

Emmy Award for JOBMAN CARAVAN, 1970-1971

Emmy for INSIDE/OUT (Instructional Television), 1974

National Conference of Christian and Jews

Mass Media Brotherhood Award

Ohio State

SPORTSMANLIKE DRIVING

ELECTRONICS AT WORK

CHEMISTRY

SOUTH CAROLINA HISTORY

IT'S A NEW SOUND

THE GIFT OF THE MAGI

VANISHING TOWNS

AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, 1978

CINEMATIC EYE, 1980

Mini-program The Dancer, 1980

THE PALMETTO SPECIAL, 1982

Southern Educational Communications Association

Outstanding Instructional Television Award for THE GIFT OF THE MAGI

Certificate of Merit for Instructional Programming

Certificate of Merit for Public Television Programming

Creative Production Award for PLAY IT AGAIN, UNCLE SAM, 1974-1975

Best Public Television Program Award for PLAY IT AGAIN, UNCLE SAM, 1974-1975

Community Service Award for PLAY IT AGAIN, UNCLE SAM, 1974-1975

Certificate of Merit in Public Television Programs for VANISHING TOWNS

Best Public Television Series, STUDIO SEE, 1975-1976

Best Creative Production in Instructional Television, THE JOURNEY, 1975-1976

Special Certificate of Merit, STUDIO SEE

Best Instructional Television Program, UNDER THE BLUE UMBRELLA

Certificate of Merit to WEPR-FM, Public Radio Category, for THE BREAKFAST SHOW:
WITH STROM THURMOND, 1979

Certificate of Merit, Public Television Program Promotion Category, for LEGACY OF
GENIUS: THE STORY OF THOMAS ALVA EDISON, 1980

Certificate of Merit, Public Television Programming Category for "Winter Beaches," a
segment on the NATURESCENE series, 1980

Certificate of Merit, Public Television Programming Category, for "Handicapped
Children," a program in the FEELINGS . . . WITH DR. LEE SALK series, 1980

Certificate of Merit, Instructional Radio Programming Category, for CATCH ON, 1980
 Certificate of Merit, Instructional Television Programming Category, for WAYS OF THE LAW, 1980
 Certificate of Merit, for "I'm Adopted," a program in the UNDER THE YELLOW BALLOON series, 1981
 Certificate of Merit, Promotional Category, for SPOLETO '80, 1981
 Best Performance and Best Radio Award for MARIAN McPARTLAND'S PIANO JAZZ II, 1982
 Special Jurist Award for BACKSTAGE WITH RICHARD MOHR, 1982
 Certificate of Merit for Educational Radio for GRANDMA MOSES, 1982
 Certificate of Merit for Educational Radio, for SPOLETO '80 CHAMBER MUSIC, 1982
 Program Inserts Award for Educational Radio for DIRECTION TO SERVANTS, 1982
 Certificate of Merit, Radio Programming Category, for "First Life Crisis," from the series MOSAICS, 1982
 Radio Program Inserts Award for "Falcon Tree—The Hunt" from the MOSAICS series, 1982
 Radio Cultural Award for REMEMBERING ALEC WILDER, 1982
 Certificate of Merit, Instructional Television Category, for "Steven's Creek," a program in the NATURESCENE series, 1982
 Best Series Promotion Award for Television for SPOLETO '81, 1982
 Television Special Achievement Award for the opera "Willie Stark," on GREAT PERFORMANCES, 1982
 Certificate of Merit for MICHAEL'S STORY, 1983
 Special Programming Award in the Public Radio Category for WSCI-FM for LINTHEADS, 1983
 Cultural Documentary Award for MARIAN McPARTLAND'S PIANO JAZZ IV featuring Dudley Moore, 1984
 Certificate of Merit to WRJA-FM for "Annie Green Nelson," a segment of MOSAICS, 1984
 Certificate of Merit for "The Arts in Celebration," a segment of HARMONY, 1984

Alfred P. Sloan Radio-TV Award

Distinguished Public Service in Highway Safety

American Express Police Science

South Carolina ETV Law Enforcement Training Program

U.S. Department of Health, Education and Welfare

Citation for Outstanding Contribution to Health Mobilization Program

Corporation for Public Broadcasting

Excellence in Community Relations

Local Programming Award to WSCI-FM for THE HUCKSTERS OF OLD CHARLESTON

Honorable mention and nomination for best children's program for CATCH ON, 1980

Nomination for best cultural documentary for ALEC WILDER REMEMBERS

MILDRED BAILEY, 1980

Radio Program Awards, Music Category for MARIAN McPARTLAND'S PIANO JAZZ II, 1981

American Automobile Association

Commendation for SPORTSMANLIKE DRIVING

National Federation of Music Clubs

Award of Merit, 1971

Award of Merit, 1974

South Carolina Education Association

School Bell Award

School Bell Award to SEVEN30, 1977

American Society for Training and Development
Public Service Award for EFFECTIVE SUPERVISION

The Scripps-Howard Foundation Award, 1974

March of Dimes
Certificate of Appreciation

The Public Television Library
Certificate of Recognition for VANISHING TOWNS

The Association of Educational Communications and Technology of South Carolina
Outstanding Program Award for CERTIFICATE RENEWAL AND GRADUATE CREDIT
IN-SERVICE FOR TEACHERS

International Paper Company
Excellence for Creative Accomplishments in the Field of Graphic Arts, for publication of
ETV Guide and *1975-76 ITV Resources Book*
Certificate of Excellence for publication of *A Garden for All Seasons*

Columbia Communicating Arts Society
First Place, Documentary Film Division, in First Annual Show, for A FOREST IS WHERE
YOU GROW IT

South Carolina Commission for the Blind
Outstanding Benefactor to the Blind Award

South Carolina Association for Educational Communications and Technology
Award for Educational Programming for the Blind

Eleventh Chicago International Film Festival
Silver Plaque Award for THE RENAISSANCE MAN

Columbia Advertising Club (Addy Award)
THE NEW LIFE, 1976
First Place for the film "Long Road Home," 1977
Citation of Merit for the poster, "The Booze Game," 1977
Bronze Award for brochure entitled "Preview," 1977
First Place for a radio spot for the S.C. Office of Energy
First Place for the multi-image slide presentation "The Journey"
Third Place to WRJA-TV for a UHF Reception Brochure
First Place for a promotional TV Spot for ETV's 20th Anniversary
Honorable Mention for a STUDIO SEE TV spot
Certificate of Merit in the Print Material: Miscellaneous category for the press kit
promoting THE LIVELY ARTS series, 1980
Certificate of Merit in the Public Relations: Single Entry, Print category for the press kit
promoting FEELINGS . . . WITH DR. LEE SALK, 1980
Certificate of Merit in the Public Relations Campaign category for the press kit promoting
the series JAPAN TODAY, 1980
First Place in the Print Materials Category (Catalogs) for the *1980-81 ITV/R Resources
Book*, 1981
First Place in the Public Service Television Category for a TV spot on teenage pregnancy,
1981
First Place in the Public Service Campaign Category for the SPOLETO '81 print materials,
1981
Certificate of Merit in the Public Relations Category for the on-air promos and print
materials for THE WRITER'S WORKSHOP, 1981
Silver Award in the Direct Mail Category for JUMP OVER THE MOON, 1983

United States Industrial Film Festival

Certificate for Creative Excellence for REASON ENOUGH

Freedom Foundation

Valley Forge Certificate of Honor for the nine-film series FREE ENTERPRISE ECONOMICS, 1975

American Society for Training and Development

Honorable Mention for FREE ENTERPRISE ECONOMICS

Printing Industry of the Carolinas Association

Second Place for the poster, "Bike Back into the Revolution"

Second Place for Excellence, for brochure entitled "Preview," 1977

First Place Award in the Non-Process Educational Posters Category for the SOUP TO NUTS poster, 1981

Honorable Mention for Excellence in Concept, Design, Presentation and Printing: Nonprocess Press Kit Classification, 1983

Second Place for Excellence in Printing, press kit cover for HEART OF THE DRAGON, 1984

Honorable Mention for Excellence in Printing, press kit cover for ROANOAK, 1984

George Foster Peabody Broadcasting

For the radio series AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, 1976

For THE AMERICAN SHORT STORY, 1981

For Excellence in Broadcasting for MARIAN McPARTLAND'S PIANO JAZZ, 1984

American Advertising Federation

First Place, Third District Addy Award for "Long Road Home, 1977

Silver Medal, Third District Addy Award for the multi-image slide presentation The Journey

Charleston County Public Schools

Distinguished Volunteer Award to WSCI-FM

South Carolina Broadcasters Association

Certificate of Appreciation to WJWJ-TV

Freedom Foundation

George Washington Honor Medal for AMERICA COUNTS

Action for Children's Television

National Achievement Award for STUDIO SEE

American Women in Radio and Television (AWRT)

AWRT Educational Foundation Special Award for STUDIO SEE

Internal Revenue Service

Certificate of Merit for SEVEN30

American Academy of Television Arts and Sciences

Emmy nomination for CINEMATIC EYE

Radio and Television News Directors Association

First Place in the Carolinas Broadcast Competition, Documentary Category, to WEPR-FM for THE SHADOW OF STANDING INDIAN, 1979

Park Seed Company of Greenwood, S.C.

Special Presentation, a Gold Platter to Willie Freeland for the production of his 200th program in THE GARDEN SPOT series, 1979

National Association of Educational Broadcasters

Certificate of Recognition, Graphics and Design, for the set design for the instructional television program THE WHITE CAT, 1979
Gold Award for "Best of Show," Graphics and Design, for the program opening to THE WRITER'S WORKSHOP, 1980
Graphic and Design Award for the SPOLETO '80 poster, 1982
Graphic and Design Award for EARLY CHILDHOOD EDUCATION TEACHER'S GUIDE, 1982
Graphic and Design Award for the press kit cover for THE LIVELY ARTS, 1982

South Carolina Hospital Association

Broadcast Award for Excellence in Reporting Health Care News to WJWJ-TV for its documentary LOW COUNTRY PROFILE: THE COMPREHENSIVE WAY, 1980

Council for Advancement and Support of Education

Special Merit Award for Excellence for THE WINTHROP CHALLENGE and PERSPECTIVE produced by WNSC-TV, 1980

Citizens for Advancement of the Physically Handicapped

For contributions to the "International Year of the Disabled Person," 1982

Edward Howard Armstrong

Excellence in Radio Programming, 1981 music award for Educational Radio's production, MARIAN McPARTLAND'S PIANO JAZZ II, 1982

International Film and Television Festival

Gold Medal, Network Documentary Category for ETV co-production THE CRISCO KID, 1982

The John R. Haney Award

Best Public Television Program for 1981 for "Willie Stark," 1982

The Information Film Producers of America

Bronze Cindy Award in the Education/Humanities Division for BACKSTAGE WITH RICHARD MOHR, 1983

Alfred I. DuPont/Columbia University Award (1982-83)

For Broadcast Journalism: a Special Citation for THE CRISCO KID, 1983

The Southern California Motion Picture Council

Golden Halo Award for SIX-GUN HEROES, 1983

The South Carolina State Recreation Award

To WNSC-TV's production of LIFE, BE IN IT, 1983

Alexander Graham Bell Association for the Deaf

Volta Award for the producer/reporter of MICHAEL'S STORY, 1983

International Radio Festival of New York

Gold Award for MARIAN McPARTLAND'S PIANO JAZZ, 1984

South Carolina Associated Press Broadcasters

Best Radio Documentary Award to WLTR-FM for the five-part series "Atomic Veterans," 1984
Best Radio Feature Award to WLTR-FM for "John Fling," 1984
Honorable Mention, general reporting category, to WLTR-FM for "Senate Reapportionment," 1984
Honorable Mention, use of actuality category, to WLTR-FM for reports on tornadoes in March, 1984 that ravaged Newberry County, 1984

**President's Committee on Employment of the Handicapped and
The American Association of Disability Communicators**

First Place Honor in Nonprofit Radio Category to WSCI-FM for LINTHEADS, 1984

The Council on International Nontheatrical Events

Golden Eagle Award for "Ashes" and "The Half Pint Flask," two short story adaptations from TALES OF THE UNKNOWN SOUTH, 1984

The Samuel G. Engel International Television Drama Award

Best Television Drama for TALES OF THE UNKNOWN SOUTH, 1984

Council for the Support and Advancement of Education

District II Media Award for efforts to promote higher education

American Society of Interior Designers (The Carolinas Chapter)

The Thomas Jefferson Award for outstanding contributions to the preservation of America's cultural heritage

U.S. Industrial Film Festival

Silver Screen Award in the TV Documentary Category for outstanding creativity in the production of audio-visual communications in international competition for SHAG

VII. HISTORY

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1957-58: The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. R.M. Jefferies Jr. was chairman of the subcommittee that carried out that study. On March 11, 1958, the committee recommended that a pilot project be set up in one Columbia school.

1958-59: In the summer of 1958, a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public school ETV course enrollment: 300.

1959-60: Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV course enrollment: 1,561

1960-61: The General Assembly created the South Carolina Educational Television Commission with R.M. Jefferies Jr. serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide for this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV course enrollment: 3,297.

1961-62: ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post-graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV course enrollment: 14,397.

1962-63: ETV course offerings increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools and ten hospitals.

Public school ETV course enrollment: 18,463.

1963-64: In September, the ETV Network signed on its first open circuit station, WNTV in Greenville, with WITV in Charleston signing on a few months later. ETV course offerings continued to expand. Public school ETV course enrollment: 47,203.

1964-65: With the state in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETV course enrollment: 88,704.

1965-66: Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV course enrollment: 90,308.

1966-67: The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the next two stations of the state's open circuit network. Public school ETV course enrollment: 172,858.

1967-68: WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mazingo, III of Darlington. On September 5, WEBA-TV Barnwell, signed on and was named for the Honorable Edgar Allen Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence and Darlington counties. Public school ETV course enrollment: 294,696.

1968-69: On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SECA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in Columbia. At this time, the national public broadcasting network was established, interconnecting all ETV stations in the country, and the South Carolina ETV Network became the feeder point for all ETV stations in the Southern section of the country. Public school ETV course enrollment 327,420.

1969-70: Two additional channels and three schools were added to the closed circuit multi-channel network in the Spartanburg area. The nation's first live domestic satellite transmission was organized in Columbia by the S.C. ETV Commission. This historic program was transmitted from Columbia for live broadcast in Los Angeles, California. Public school ETV course enrollment: 472,362.

1970-71: The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study for South Carolina businessmen who wished to work toward an advanced degree in Business Administration. Classes were transmitted "live" over the ETV Network to 13 receiving classrooms throughout South Carolina. Each receiving classroom had "talkback" facilities so that all students could have direct audio contact with the professor and or other students. Students who qualified for admission to the program could complete all degree requirements in three Calendar years while continuing regular employment. Similar talk back programs were being conducted for teachers and nurses, and other programs were scheduled to begin with various agencies and educational institutions. Color mobile facilities were placed in operation permitting the production of programs in every community in the state. Public school ETV course enrollment: 409,962.

1971-72: System expansion was accomplished through the wiring of 1,042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the state. The system's impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Services, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied intensively; it was again unanimously lauded by its appraisers. The Governor's Management Review Study Commission not only proclaimed that the Network was "accomplishing its mission" but also, among other favorable recommendations, recognized that the transmission system should be extended to every school and teacher in the state for both economic and educational reasons. The Commission further recommended that new production and transmission headquarters were required for efficient operation. Support of ETV was further evidenced with the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage in the state. Public school ETV course enrollment: 510,914.

1972-73: The Network began operation of its FM educational radio network with the sign-on of WEPR in Greenville. This made possible the beginning of numerous services for blind and other handicapped South Carolinians. The closed circuit network was being expanded to 31 additional schools, higher education and other locations, and 97 schools received increased multi channel-service. Local origination facilities, including studio and network programming capabilities, were created for the Columbia schools. Higher education institutions began receiving a second channel of service in 16 locations to make possible multi-channel origination for the innovative MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming occurred. Public school ETV course enrollment: 608,991.

1973-74: The S.C. Educational Radio Network increased its services to the state with the sign-on of WSCI in Charleston, the second of five projected stations in the radio network. Federal funds were also granted to construct another educational radio station in Sumter, and the General Assembly authorized \$2.2 million in bonds to further extend open circuit coverage. Henry Cauthen received a Presidential appointment to the National Council on the Arts. ETV services to higher education increased dramatically, with 58 courses offered for college credit. The General Assembly authorized bonds to permit the construction of a permanent ETV headquarters and studio facility. The closed circuit network expanded multi-channel service to 139 additional schools. Installation was completed of an Instructional Television Fixed Service in Florence County to serve 17 schools, 11 of which, prior to installation, received no closed circuit programming. This new concept in transmission and reception of instructional television allowed many schools to receive instructional programming at a substantial savings. An expanded system of television reception and special scheduling was provided to support the highly innovative trimester program in the Rock Hill area. Public School ETV course enrollment: 783,938.

1974-75: The ETV Network began construction of long-planned transmitting stations for Beaufort and Sumter; simultaneously, those two communities began construction of production facilities for those stations and the regional distribution centers of the closed circuit network in their respective areas. The local tape and delay center for rebroadcasting instructional programs to the Spartanburg schools began operation. A teaching studio was created by the Lake City schools for feeding the 2500/MHZ system constructed last year and for teaching electronic maintenance and production to high school students. Closed circuit service was improved by installing a second channel of service in 44 schools; a third channel in 116; second and third channels in 5; a fifth channel in 1; fourth, fifth and sixth channels were added to 5 schools; and 21 schools were connected to the network which had never previously received any closed circuit service. In summary, closed circuit service was upgraded in 192 schools throughout the state. The most dramatic increases in ETV services were in the field of higher education. Five open circuit courses were offered for college credit at home, and more than 50 full credit courses were offered on closed circuit. Improved and increased service to state agencies resulted in well over a million dollars in savings to the state, through statewide

conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings. One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV. Public school course enrollment alone increased by 23.5% over the previous year. Public school ETV course enrollment: 968,411.

1975-76: WRJA-TV, Channel 27 in Sumter and WJWJ-TV, Channel 16 in Beaufort signed on in early September as the first of a series of additional S.C. ETV program outlets with local production studios provided by local communities. In addition, local funding was approved for studio facilities in Rock Hill, Spartanburg, Conway and Aiken, with construction complete at York TEC in Rock Hill. In the field of higher education, 5,205 were enrolled in one of over 60 college credit courses offered over the ETV closed circuit or broadcast facilities. Educational radio services expanded dramatically with 20 Instructional Radio courses offered for the first time beginning in February. Over 10,000 students were enrolled in these classroom courses. Radio service was also expanded to include transmitting stations WMPR-FM from Sumter, and WLTR-FM from Columbia. A total of 178 products were produced for 34 state agencies and seven state associations at notable out-of-pocket savings to the state. Programming for the medical profession rose to 10 hours per week. STUDIO SEE, a S.C. ETV produced program series for adolescents, was selected as one of the 28 programs to be presented nationally in the 1976-77 season by the Public Broadcasting Service. Eighty Instructional Television courses were offered for the public schools with an enrollment of 1,097,032.

1976-77: Federal Communications Commission approval was received for the Rock Hill television and radio stations to operate on UHF Channel 30 and FM 88.9 megahertz; with a Federal grant from HEW, the Network was able to begin planning equipment purchases. Construction of a transmitting tower for Rock Hill was scheduled to begin in the summer of 1977, with a projected sign-on of January 1978. In December 1976, South Carolina became the second state in the nation to have a statewide weather information system, operated by the National Weather Service in conjunction with ETV. Transmitted from six ETV stations, the service provides round-the-clock broadcasts and emergency warnings on current weather conditions. ETV began participation in an experiment with the Southern Educational Communications Association (SECA) to explore the use of satellite transmission for educational communications. Using a NASA Communications Technology Satellite (CTS), ETV programs would be transmitted from Columbia to stations in 15 states. In January 1977, the S.C. ETV series STUDIO SEE began broadcasts nationwide on over 200 member stations of the Public Broadcasting Service. Designed for youngsters aged 10-15, the series received an endorsement from the National Education Association as "recommended viewing" and was selected for a second season for broadcast on PBS (beginning in 1978). LOWELL THOMAS REMEMBERS II, produced by SCEA through the facilities of S.C. ETV, also began airing nationwide. AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, a series produced by the S.C. Educational Radio Network through a grant from the National Endowment for the Arts and aired nationwide on National Public Radio, was the recipient of a coveted George Foster Peabody Broadcast Award, the only public radio production to be so honored during the year. S.C. ETV participation became an integral part of the first American Spoleto Festival, held in Charleston in May-June 1977. In addition to providing South Carolinians with nightly coverage of this milestone cultural event, ETV produced a preview of the festival for nationwide broadcast and videotaped Gian Carlo Menotti's opera *The Consul*, which was scheduled for nationwide broadcast in 1978 as a GREAT PERFORMANCES SPECIAL. Twenty instructional radio courses were offered during the 1976-77 school year. The growing enthusiasm of teachers for this relatively new learning resource was evidenced by a dramatic increase in utilization: Over one-fourth of all schools in the coverage area reported active use of instructional radio, and over 20,000 students were enrolled in radio courses—almost double the utilization figure for 1975-76. In the field of higher education, ETV broadcast 64 college credit courses, enrolling 4,063 students. Station WRJA in Sumter produced two courses for Winthrop College, bringing its total to five such courses, which are broadcast over CATV in Rock Hill. Approximately 720 medical programs were distributed over ETV to teaching hospitals; 34 programs were produced with TEC. The number of state agencies being served by ETV almost doubled, with projects produced for 61 percent of all agencies. Ninety-four instructional television courses were offered for the public schools, with an enrollment of 1,316,623.

1977-78: ETV continued its pioneering exploration of satellite technology in a variety of programming areas. November 1977 marked the Network's first use of a satellite for continuing medical education, with the broadcast of a seminar originating from the Disease Control Center in Atlanta and the National Library of Medicine in Bethesda, Md. In November, S.C. ETV jointly broadcast the first simultaneous radio and television satellite transmission in history, live from Trinity Cathedral in Columbia; the program was transmitted to stations in the 15-state SECA coverage area. In December, S.C. ETV produced the U.S. segment of CHRISTMAS AROUND THE WORLD, a live satellite broadcast originating simultaneously from seven countries. In January 1978, ETV produced 21 hours of continuing medical education, a cooperative venture with the Medical University of South Carolina, the University of South Carolina, Spartanburg General Hospital and Richland Memorial Hospital. Transmitted via satellite to closed circuit locations throughout the Southeast and to 30 hospitals in Ohio, the program also involved a two-way viewing system in some in-state locations. In May, ETV joined the PBS satellite system, scheduled to link public television stations in all 50 states, Puerto Rico and the Virgin Islands--the most extensive facility of its kind in the world. ETV programming for nationwide audiences continued to include STUDIO SEE and LOWELL THOMAS REMEMBERS. Other public television productions included a live debate between William F. Buckley, Jr. and Ronald Reagan on the Panama Canal Treaties; Gian Carlo Menotti's opera *The Consul*, taped at the previous year's Spoleto Festival in Charleston; and SPOLETO USA: A FESTIVAL DISCOVERS AMERICA, a view of the previous year's festivals in both Charleston and Spoleto, Italy. At the second Spoleto U.S.A. in May-June 1978, the Network again provided viewers statewide with nightly coverage of the festival, in addition to viewtaping Samuel Barber's opera *Vanessa*, which was scheduled for PBS airing in 1979. STUDIO SEE received a National Achievement Award from Action for Children's Television (ACT); the series was also added to PBS' instructional broadcast schedule nationwide. AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, a S.C. ERN production for NPR, won an Ohio State Award, the oldest program competition in broadcasting. In January 1978, WNSC-TV, Channel 30, and WPRV-FM 88.9 in Rock Hill signed on with a limited broadcast schedule. Both stations were scheduled to initiate full broadcasting in July. ETV President and General Manager Henry Cauthen was named to the Carnegie Commission, charged with conducting a study of the future of public broadcasting. Cauthen was also elected Chairman Pro Tem of the Board of PBS, the first time a station manager had been elected to such a position. Twenty-nine instructional radio courses were offered during the school year, with a 55 percent increase in series enrollment. ETV broadcast 60 closed circuit and five open circuit college credit courses; the latter included a new series, CINEMATIC EYE, a study of classic European films. One hundred and five instructional television courses were offered for the public schools with an enrollment of 1,545,319.

1978-79: S.C. ETV celebrated its 20th anniversary year with expanded services to the state's citizens in a variety of areas. In July, WNSC-TV, Channel 30, Rock Hill, became a full-service television station with a full schedule of evening programs in addition to the in-school offerings begun earlier in the year. FCC applications were filed for permission to begin construction on transmitter towers for television stations in Conway, Greenwood and Spartanburg, slated to go on the air in mid-1980. Public television production for use over public television stations nationwide, as well as within South Carolina, increased with S.C. ETV producing the final season of STUDIO SEE for kids, CINEMATIC EYE for college credit and film buffs, the opera VANESSA from Spoleto; THE LIVELY ARTS with Theodore Bikel, and FEELINGS... WITH DR. LEE SALK for family viewing. In addition, the Network broadcast and sent by satellite to PBS stations daily coverage of the Spoleto FESTIVAL for a two-week period. In instructional television, S.C. ETV was one of eight stations producing the essential learning skills project, THINK ABOUT, for fifth and sixth graders nationwide. S.C. ETV contributed to the election process by offering training for poll workers statewide, producing debates between major candidates, participating in the PBS special ELECTION '78 and, following the elections, covering the new governor's inauguration festivities. The network's radio production MARIAN McPARTLAND'S PIANO JAZZ premiered on National Public Radio stations. For use within the state's schools, S.C. ETV produced a law-related education series for teens entitled WAYS OF THE LAW and continued production on a driver education series, THE RIGHT WAY, and on the instructional radio vocabulary series CATCH ON. In the field of higher education, S.C. ETV worked closely with the state's independent colleges in a consortium effort to provide them with

some of the over 70 courses offered for USC students via ETV. Network President and General Manager Henry J. Cauthen continued to bring attention to South Carolina and its ETV system by serving on the Carnegie Commission on the Future of Public Broadcasting, the PBS Board of Directors and the University of Mid America National Panel of Advisors. He was also honored as the year's inductee into the S.C. Broadcasters' Association Hall of Fame and with the receipt of an honorary doctoral degree from the University of South Carolina. The Network honored its commission chairman of 20 years, Richard M. Jefferies, Jr., with a resolution on his leaving the board, and welcomed his replacement Walter R. Pettiss. S.C. ETV was honored with a regional Addy award, an IRS commendation, an Emmy nomination for CINEMATIC EYE, and as the working site for two Ford Foundation scholars. One hundred and fourteen instructional television courses were offered for the public schools with an enrollment of 1,618,906.

1979-80: S.C. ETV's position as a major producer for public broadcasting (both television and radio) was demonstrated by a record number of productions for national and regional broadcast. In July, a Network production team traveled to Durham, N.C. to videotape a performance of the Paul Taylor Dance Company at the American Dance Festival; this program aired live over PBS as part of the SUMMERFEST series. September marked the premiere of JAPAN TODAY, a six-part series on contemporary Japanese lifestyles, hosted by Frank Blair and offered to PBS stations nationwide via satellite. In September, FEELINGS . . . WITH DR. LEE SALK, a 13 part series featuring noted child psychologist and author Dr. Lee Salk, made its debut on PBS. In December, LEGACY OF GENIUS: THE STORY OF THOMAS ALVA EDISON, a documentary on the famous inventor hosted by Eric Sevareid, aired on PBS. In February, the Network joined public television station WGBH/Boston in presenting a second season of the highly-acclaimed series THE AMERICAN SHORT STORY, the first American television series to be purchased by the BBC. Also in February 1980, the University of South Carolina's Longstreet Theatre was the setting for the ETV production of S.C. DEBATE '80, an early entry in PBS's election-year coverage which featured Republican Presidential hopefuls Howard Baker, George Bush, John Connally and Ronald Reagan in a debate format. This live television event was offered in several versions, including a live Spanish language feed (the first of its kind), a signed version for the deaf, and a simulcast for all S.C. ERN stations. Continuing a tradition of support for Charleston's Spoleto Festival, ETV offered SPOLETO '80, ten half-hours of comprehensive reports on festival events, nationwide via satellite. In addition to television coverage of this important cultural event, Spoleto became accessible to public radio listeners throughout the country for the first time as NPR broadcast ten half-hour SOUNDS OF SPOLETO programs and ten hour-long CHAMBER MUSIC CONCERTS from the festival—both produced by the S.C. Education Radio Network. Other S.C. ERN productions which aired nationwide included a special tribute to Hoagy Carmichael recorded at the 1979 Newport-in-New York Jazz Festival; a program in the NPR series ENERGY AND THE WAY WE LIVE; and a new opera by composer Thomas Pasatieri, recorded at the Abbeville Opera House for air on NPR WORLD OF OPERA. In the field of instructional programming, the 1979-80 school year saw the debut on S.C. ETV of the legal education series WAYS OF THE LAW, the first of its kind in the country; and THINKABOUT, a series on essential learning skills developed through a consortium of 35 state and provincial agencies in the U.S. and Canada. As one of eight THINKABOUT producers, S.C. ETV contracted to produce nine of the 60 lessons in the series. CATCH ON, the first instructional radio series produced by S.C. ERN, also premiered in the fall of 1979. ETV was awarded federal grants totaling \$101,300 for the activation of a public radio station in Beaufort and an Instructional Television Fixed Services (ITFS) distribution system for Georgetown schools. ETV President and General Manager Henry Cauthen was elected vice chairman of the board of directors of PBS, the highest board office that a PBS station executive may hold. An 11-member Community Advisory Board was formed, with distinguished medical researcher Dr. Albert Sabin as its chairman, to review ETV and Radio programming policies and make recommendations to the ETV Commission on ways to improve the agency's service to the state.

1980-81: S.C. ETV continued the development of its statewide distribution system with the sign-on of WJWJ-FM in Beaufort and with school service on a limited power basis on television stations WRET-TV/49 in Spartanburg and WHMC-TV/23 in Conway. The Spartanburg station was named in honor of the late Richard E. Tukey, a member of both the ETV Commission and the Board of Directors of the ETV Endowment of S.C. Due to budget cuts, these two stations,

designed to have local production facilities, operated only as transmitters. Radio stations in Sumter and Rock Hill underwent call letter changes to reflect their association with the television stations in their area. The Sumter station became WRJA-FM and the Rock Hill station WNSC-FM. Jack W. Newton was named by Governor Richard Riley to succeed Walter R. Pettiss as chairman of the S.C. ETV Commission. The Legislature funded the beginning of the S.C. Film Office under the direction of S.C. ETV and the office brought approximately \$4 million in income to South Carolina business from the production of three made-for-tv movies and several commercials. Continuing its assistance to S.C. state agencies and business and industry, S.C. ETV made a commitment this year to inform both groups of the savings made by conducting meetings and seminars via teleconferences. More than 200 teleconferences were held through the S.C. ETV system, saving over \$1 million in travel costs for the various groups served, which included The State Board for Technical and Comprehensive Education, Medical University of South Carolina, DHEC, South Carolina Bar, U.S. Department of Agriculture, the American Film Institute and the South Carolina Fire Academy. Also serving the business and industrial community were two series—MAKING IT WORK, funded by CETA and designed to teach unskilled employees how to get and keep a job, and THE PRODUCTIVITY CHALLENGE, a co-production with The American Productivity Center in Houston, designed to improve the efficiency and effectiveness of American workers. On the national scene, S.C. ETV continued to provide programming for use on other PBS stations, including 10 half-hours from SPOLETO '81; ISAMU NOGUCHI, portrait of the sculptor; THE SHOCK OF THE NEW, the highly acclaimed look at modern art; THE AMBASSADORS, a dramatization of the Henry James novel; and A NIGHT IN TUNISIA: A MUSICAL PORTRAIT OF DIZZY GILLESPIE. On the statewide level, S.C. ETV produced programming for South Carolinians ranging from TO LIFE: YOGA WITH PRISCILLA PATRICK to OPENLINE WITH JOHN WEST, a documentary on Ambassador West's last days in Saudi Arabia. Regular S.C. public affairs series included OPENLINE, FOR THE PEOPLE, UPCLOSE and STATEHOUSE REPORT. CAROLINA TO SHANGHAI was a special made possible by a unique exchange program at the University of South Carolina. In the public radio area, S.C. Educational Radio Network continued as one of the few stations producing materials for use by other NPR stations throughout the country. Among the new series were a second set of MARIAN MCPARTLAND'S PIANO JAZZ: 10 chamber music concerts from SPOLETO '81; and BACKSTAGE WITH RICHARD MOHR, a unique look at the world of opera. Also produced by S.C. ERN for national broadcast was REMEMBERING ALEC WILDER, a tribute to the musician following his death. In the area of instructional television for the public schools, S.C. ETV began an extensive study to explore new delivery systems for secondary school programming, and premiered three locally produced series, UNDER THE YELLOW BALLOON, a social studies series for second and third graders, GUITAR, GUITAR, an instructional series on playing the guitar, and THE RIGHT WAY, a driver education series for high school students. Production continued on THE PALMETTO SPECIAL, a high school series on South Carolina history, HARMONY, a multi-media cultural series, and GETTING THE MESSAGE, a teacher certification course. As part of its service to higher education, S.C. ETV broadcast six courses for college credit at home. Instructional radio courses totaled 54 for a total enrollment of 81,017. Instructional television courses totaled 141 with a total course enrollment of 1,965,011.

1981-82: A major study was completed this year which recommended the replacement of the currently leased line distribution system with a state owned Instructional Television Fixed Services System. This new system, to be completed in cooperation with the Division of General Services, will save the state over \$400 million over the next twenty years. The capability of providing evening programs for the general public was added at the Spartanburg and Conway stations this year, as WRET-TV/49 and WHMC-TV/23 began broadcasting the full schedule of other stations. However, budget cuts this year caused a loss of local programming at the WEPR-FM station for the Greenville area and the loss statewide of a double television schedule. With the use of its satellite uplink, the Network expanded its teleconferencing services by originating or participating in several national teleconferences for such organizations as the Institute for Electrical and Electronic Engineers, the American Bar Association and the American Management Association. ETV continued to use this new means of meeting for saving state agencies money. All 340 fire chiefs in the state participated in a series of 8 training sessions to earn certification. In the area of early childhood education, ETV premiered PROMISES, a four-part training series for day care center workers, which was a cooperative effort among ETV, the State Department of Education, the State Department of Social Services, and the USC College

of Education. In the field of medical education, ETV continued to offer over 90 hours a month of continuing education material to over 30 hospitals in the state. S.C. ETV was selected this year as the National Center for Instructional Television and transmitted via satellite over 1000 hours of instructional television programming for use in public schools nationwide. Gov. Robert E. McNair was named a lay representative and ETV President Henry J. Cauthen, a station representative to the PBS Board. In addition, Cauthen was elected vice chairman of the board. S.C. ETV continued to provide programs to PBS stations with grants received from various corporations and foundations. These included the opera WILLIE STARK which was last year's premiere program in the GREAT PERFORMANCES series. Others were A BOND OF IRON, WORLD OF COOKING, WE WERE GERMAN JEWS and THE SUN DAGGER. Through its satellite uplink, S.C. ETV shared two of its local productions with PBS affiliates nationwide—TO LIFE: YOGA WITH PRISCILLA PATRICK and SIX GUN HEROES. ETV continued as one of four major producers of the award-winning PBS series, AMERICAN PLAYHOUSE. In the national ITV arena, S.C.ETV produced four programs for the new national fourth grade math series, IT FIGURES. Radio national productions included A HAYDN-STRAVINSKY CELEBRATION, EILEEN FARRELL's AMERICAN POPULAR SINGERS and the third season of MARIAN McPARTLAND'S PIANO JAZZ. ETV crews also joined the Governor and his task force on an economic tour of Israel, documenting the trip for S.C. viewers. ETV offered more telecourses on open circuit broadcast than ever before with 13 courses in conjunction with seven colleges being offered in the fall; 18 courses with eight colleges in the spring, and seven courses with two universities in the summer. Instructional radio courses totaled 56 for a total enrollment of 79,986. Instructional television courses totaled 143 with a total course enrollment of 2,145,544.

1982-83: The phase-out of the leased line distribution system with a state-owned Instructional Television Fixed Services (ITFS) System began this year. The new system will utilize ETV's 11 transmitting towers to relay programs instead of the costly telephone lines. S.C. ETV continued to expand its teleconferencing services by holding two satellite video conferences for the Institute of Electrical and Electronics Engineers, and other teleconferences for the American Management Association, the S.C. Fire Marshalls, and a "Moving Into Management" teleconference that reached over 2,000 women in the fields of public television and radio. During 1982-83, ETV broadcast 88 college credit courses on open and closed circuit for 15 colleges and universities, with a total enrollment of 2,886. Instructional radio courses totalled 56 for a total enrollment of 67,851. Instructional television courses totaled 144 with a total course enrollment of 2,098,616. In 1982, ETV became the uplinking point for the national instructional television schedule. An average of seven daily hours of ITV programming is fed via satellite Monday through Friday to PBS stations across the country. In the area of higher education, ETV produced JUMP OVER THE MOON, a college-level telecourse about children's literature, in cooperation with the University of South Carolina. Also, ETV and U.S.C. have implemented a joint marketing effort to offer for lease and/or purchase series which the two agencies have co-produced: JUMP OVER THE MOON, THE BASICS, CONVERSATIONS IN AMERICAN GOVERNMENT, WRITERS' WORKSHOP and AND THEN THERE WERE 13. Other telecourses in various stages of development are THE CHINESE: A TELECOURSE ON CHINA AND ITS PEOPLE; THE NEW SCHOOL OF JOURNALISM; AND WOMEN IN HISTORY. In the field of medical education, S.C. ETV participated in 12 satellite programs aimed at the medical profession. Approximately 1,400 medical programs were distributed over ETV's closed circuit lines to 29 hospitals statewide and to 15 viewing sites belonging to the Department of Health and Environmental Control. S.C. ETV continued to produce and provide programs nationwide to PBS stations. These included MAN OF LETTERS, GREAT DECISIONS '83, THE WORLD OF JAMES JOYCE, TO DANCE FOR GOLD, FESTIVAL! SPOLETO U.S.A., and ACTION-PACKED CLIFFHANGERS. ETV also taped a locally held debate headed by William F. Buckley, Jr., to air as part of the national series FIRING LINE. This year ETV offered an added bonus: viewers' guides to accompany the series TO LIFE! YOGA WITH PRISCILLA PATRICK, SIX-GUN HEROES, PAINTING WITH ILONA and ACTION-PACKED CLIFFHANGERS. ETV also offered a NATURESCENE Field Guide and a "Six-Gun Heroes Anthology" to avid viewers of these series. ETV continued as one of the four major producers of the award-winning PBS series, AMERICAN PLAYHOUSE, and ETV President Henry J. Cauthen was elected chairman of this consortium. For local viewers statewide, ETV televised a live debate between Lieutenant Governor candidates; A CHORAL CHRISTMAS CARD with the Columbia Choral Society, simulcast over all S.C. Education Radio stations; Workshop Theatre's Production of THE STINGIEST MAN IN TOWN, A HAYDN COMMEMORATIVE DEBUT; and ART'S THE THING!

ETV received a grant from the National Endowment for the Humanities to begin production on **TALES OF THE UNKNOWN SOUTH**, adaptation of short stories by leading authors. S.C. Educational Radio began production on a fourth series of **MARIAN McPARTLAND'S PIANO JAZZ**, and also produced another season of the **SPOLETO CHAMBER MUSIC CONCERTS**. Columbia station **WLTR-FM** participated as one of six test markets for a new children's radio program, **RADIO FREE DODO**, which was produced in the studios of S.C.ERN. S.C.ERN also applied to the FCC for two new radio stations: one for Conway and one for Greenwood.

1983-84: In its 25th year, ETV began a renewed commitment to programming for early childhood education and industrial development. Two series for day care workers, **PROMISES** and **CALICO PIE** were produced and distributed both within South Carolina and in sales to other states. In industrial development, programming ranged from direct instruction on a specific piece of equipment to profiles of several towns which were to be used as industrial recruitment tools. The beginning of this fiscal year signalled a return to a full broadcast day, shortened considerably last year due to budget cutbacks. Construction continued on the Instructional Television Fixed Services System and began on towers to create a TV station in Greenwood and a radio station in Conway. National teleconferences spanned topics from **LIVING THROUGH THE ARTS** to a conference for the Institute of Electrical and Electronic Engineers. Statewide cost-saving teleconferences covered consumer protection, alcohol abuse, the safe water plan, robotics and fire marshals among others. President and General Manager Henry J. Cauthen was re-elected vice chairman of the PBS Board and was named to the board of directors of the North Carolina School for the Arts. In statewide programming for the general public, ETV broadcast the opening of the Budget and Control Board annual hearings for the first time and began **EDUCATION'S REPORT CARD**, a monthly update on the progress of the state's school system. In national programming, ETV produced **TO DANCE FOR GOLD**, **TALES OF THE UNKNOWN SOUTH**, **ONE THIRD OF A NATION**, **COUNTER POINT**, **SQUARE FOOT GARDENING** segments, **READING MATTERS**, **READING RAINBOW** segments, a **FIRING LINE**, and **SIX GUN HEROES II**. National radio programming included **MARIAN McPARTLAND'S PIANO JAZZ V** and **SPOLETO CHAMBER MUSIC**. Awards received this fiscal year included the Peabody for **MARIAN McPARTLAND'S PIANO JAZZ IV**, The Silver Eagle for **ONE THIRD OF A NATION**, and the Ohio State Award for **PICKENS**, **MARION AND SUMTER**, a segment of **S.C. HISTORY**. S.C. ETV hosted **INPUT '84**, April 8-15 in Charleston, S.C. **INPUT** is an international screening conference for public television stations worldwide and had participation by 40 countries. In the area of telecourses for higher education, ETV began production on **USA: A TELEVISION HISTORY**, with a grant from the Annenberg Foundation. ETV aired 87 different courses through its closed circuit system to 11 colleges and universities within the state. One hundred and forty-four instructional television courses were broadcast with a total enrollment of 2,123,931. Radio courses numbered 56 and totaled 1,400 to 25 hospitals and health centers within the state. ETV was the recipient, through a National Telecommunications Instruction Agency grant of an audio bridge, an instrument capable of tuning up to 40 ordinary telephones into a powerful conferencing tool.

1984-85: S.C. ETV continued to develop its capabilities for service to the state's citizens with the sign-on of **WNEH-TV**, Channel 38 in Greenwood and **WHMC-FM 90.1** in Conway. Local production facilities were added at **WRET-TV**, Channel 49 in Spartanburg, and the Instructional Television Fixed Service (ITFS) system continued its planned expansion with the opening of a facility in Blackville. Conversion of the medical closed circuit network to ITFS was also begun. Teleconference offerings covered a wide range of topics, from water standards to child safety laws, from a seminar on "The Art of Negotiating" to professional updates for lawyers and medical personnel. Through its regional production facilities, the Network continued its emphasis on the development of programming in early childhood education; the regional stations also worked closely with TEC centers in the development of vocational education. An outstanding array of national productions from S.C. ETV included **OPERA FROM ARENA DI VERONA**, **ON TELEVISION: THE VIOLENCE FACTOR**, **GREAT DECISIONS '85**, **THE HEART OF THE DRAGON** and **SQUARE FOOT GARDENING** segments. National radio productions included the fourth and fifth seasons of **MARIAN McPARTLAND'S PIANO JAZZ** and three productions from the American Spoleto Festival—**SPOLETO CHAMBER MUSIC CONCERTS**, **MOUNTAIN STAGE: LIVE FROM SPOLETO** and the Handel opera **ARIODANTE**. ETV President and General Manager Henry J. Cauthen was appointed to the 20th Anniversary Committee of the National Endowment for the Arts. S.C. Educational Radio garnered a number

of awards for its outstanding productions, including an International Radio Festival award and a SECA award for PIANO JAZZ, four Associated Press Broadcasters' awards, a SECA certificate of merit and a citation from the President's Committee on Employment of the Handicapped. Television awards for ONE THIRD OF A NATION and a SECA award for a segment of the ITV series HARMONY. Grants from the National Endowment for the Humanities (NEH) facilitated the development of two television series—VOICES AND VISIONS and UTOPIA: THE ETERNAL SEARCH, as well as a public radio series, MARION'S MEN: THE LIFE AND TIMES OF THE SWAMP FOX. ETV also received a grant of three million dollars from General Electric for THE HEART OF THE DRAGON and grants from the South Carolina and Virginia Committees for the Humanities for the AMERICAN PLAYHOUSE mini-series ROANOAK, which was scheduled to begin production near Georgetown in the fall of 1985. With grants from the Carnegie Corporation and NEH, ETV and USC produced THE AMERICAN SOUTH COMES OF AGE, a college-level history telecourse which would be offered in the fall of 1985. ETV broadcast 106 college credit courses to 4,449 students via open and closed circuit television, radio and teleconferences. During the 1984-85 school year, 164 instructional television series were broadcast with a total enrollment of 2,321,919. Radio courses totaled 52 and had a total enrollment of 20,892.

1985-86: S.C. ETV continued construction of the Instructional Television Fixed Service (ITFS) system. This replacement for our closed circuit distribution system was to be fully operational by the start of the school year, providing service to presently served schools and other ETV users. ETV's higher education section continued their development of telecourses for use by colleges and universities. New telecourses in distribution this year include: THE CHINESE: ADAPTING THE PAST; BUILDING THE FUTURE, based on THE HEART OF THE DRAGON, a series presented on PBS by S.C. ETV; and THE WORLD: A TELEVISION HISTORY. S.C. ETV's productions presented nationally on PBS this year include PRIDE OF PLACE; *Roanoak*, a mini-series for AMERICAN PLAYHOUSE; and *Spoletto USA* for GREAT PERFORMANCES. The S.C. Educational Radio again provided national radio audiences with another season of the Peabody Award-winning MARIAN MCPARTLAND'S PIANO JAZZ and the SPOLETO CHAMBER MUSIC CONCERTS. A college credit course was also produced for Winthrop College. S.C. ETV and Radio continued to provide South Carolinians with an extensive array of programs serving the informational, cultural, and educational needs of all citizens.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all citizens of the state. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening and diversifying educational opportunities for all South Carolinians, regardless of age, educational level or location. The Commission and its Network have received acclaim from around the world for their carefully designed, comprehensive transmission system and for their innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.

VIII. STAFF

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IX. REPORTS BY ETV TO THE PUBLIC

ETV reports on its activities to the Budget and Control Board, the Governor, the General Assembly and the general public in many ways. Among recent and current publications which serve this purpose are the following:

- south carolina SCENE*, a monthly magazine which provides information on ETV and ERN programming;
- Annual Report, South Carolina Educational Television Commission* (this book), published each fiscal year;
- ETV: An Overview*, a general information booklet on services ETV provides for South Carolinians;
- South Carolina Educational Television*, a mini-booklet on basic information on S.C. ETV and S.C. ERN;
- The ETV Coloring Book*, a behind-the-scenes look at television created especially for the hundreds of young viewers who tour the Network facilities each year;
- South Carolina Educational Television*, a booklet focusing on ETV's technical capabilities and services;
- South Carolina Educational Television: Sample Press Clippings*, a quarterly booklet containing reprints of representative newspaper stories about ETV;
- South Carolina Educational Television: How It's Done Elsewhere*, reprint of an article from *TarHeel* magazine about S.C. ETV;
- South Carolina Instructional Television/Radio Resources*, a catalog of ITV and IR programs and schedules; published annually;
- Instructional Radio Teacher's Guide*, a catalog of lesson content and suggested classroom activities for all instructional radio series;
- ITV/Radio Newsletter*, a source of relevant information for users of ETV's instructional programming, published four times a year;
- ITV Staff Development Schedule*, a listing of daily staff development programs for teachers, published monthly during the school year;
- ITV Lesson Guides*, teachers' guides for individual ITV series, containing information on lesson content and suggested classroom activities;

The Electronic Classroom, a brochure on ITV/R services to the state's public schools;

Crime to Court, a summary of information contained in each CRIME TO COURT program, published monthly;

Videoconferencing: The Answer for the 80's, an overview of ETV's capabilities in the field of satellite teleconferencing;

Tomorrow's Most Effective Communications Technologies Are Available to Serve Your Industry Today . . ., a brochure explaining ETV's services to business and industry;

Eight Ways South Carolina Is Using Technology to Take Care of Business, a brochure explaining how ETV technology is improving life for South Carolinians in eight business-related areas;

Case studies: Doctors make 'grand rounds', reprint of an article from *Telcoms* magazine on the Health Communications Network;

Film and Videotape Can Be Compatible, reprint of an article from *Broadcast Communications* on ETV's field production department;

The New ITFS System in South Carolina, reprint of an article in *E:ITV* about ETV's Instructional Television Fixed Service system;

South Carolina ETV ITFS System, a brochure updating the construction of ETV's Instructional Television Fixed Service system.

X. ORGANIZATIONAL STRUCTURE

Administrative Support

The South Carolina ETV Network is organized into nine divisions—Administrative Services, Continuing Education, Engineering, Programming, Production, National Programming and Development, Radio, Systems Development, Planning and Network Services, and Station Operations.

Administrative support is composed of Public Information and other administration staff.

Division of Continuing Education

The Division of Continuing Education provides developmental and planning services (workshops, teleconferences, consultations, specific project research and scriptwriting) to higher education, medical and technical education institutions, and state agencies in the area of professional education. The division's services are also available to state associations and business and industry within South Carolina.

Publications, Graphics and Still Photography are also in this division.

Continuing Education is responsible for the distribution and marketing of ETV programs and the in-house training of network personnel.

Division of Engineering

The individuals responsible for the transmission of television and radio programs maintain and operate the TV and FM transmitters around the state, while those working in studio engineering handle the maintenance and technical operation of TV equipment at the ETV Center.

Division of Programming

The Division of Programming is responsible for the development of local open circuit programs, scheduling of all public television programming and log preparation for all circuits.

Division of National Programming and Development

The Division of National Programming and Development is primarily responsible for the development of the wide variety of locally produced media-based products.

Division of Radio

The Division of Radio consists of seven educational FM radio stations: WEPR in Greenville, WSCI in Charleston, WRJA in Sumter, WLTR in Columbia, WPRV in Rock Hill, WJWJ in Beaufort and WHMC in Conway. The division is responsible for programming development and production; content and scheduling of staff development programming for teachers; and educational, cultural and public affairs programming for the general public. In addition, the Division of Radio provides special subchannel transmission for visually handicapped South Carolinians in cooperation with the S.C. Commission for the Blind.

Division of Systems Development, Planning and Network Services

The Division of Systems Development, Planning and Network Services provides the essential mechanical and supplemental services necessary to the effective work of the staff and manufactures the printed and other supplementary material and efforts necessary to coordinate the use of ETV resources in the schools.

Specific areas of responsibility include printing, shipping and receiving, building maintenance, planning and development, custodial services, security, safety, inventory control, utilities, shop, office equipment and supplies, transportation, telephone communications and field technical services.

Division of Station Operations

The Division of Station Operations includes S.C. ETV's four regional stations which have local production facilities and capabilities—WRJA-TV 27 in Sumter, WJWJ-TV 16 in Beaufort, WNSC-TV 30 in Rock Hill, and WRET-TV 49 in Spartanburg. In addition to extending the Network's broadcast signal to schools and residents in their coverage areas, the stations are responsible for the development and production of programming which is responsive to the needs of South Carolinians in their respective areas.

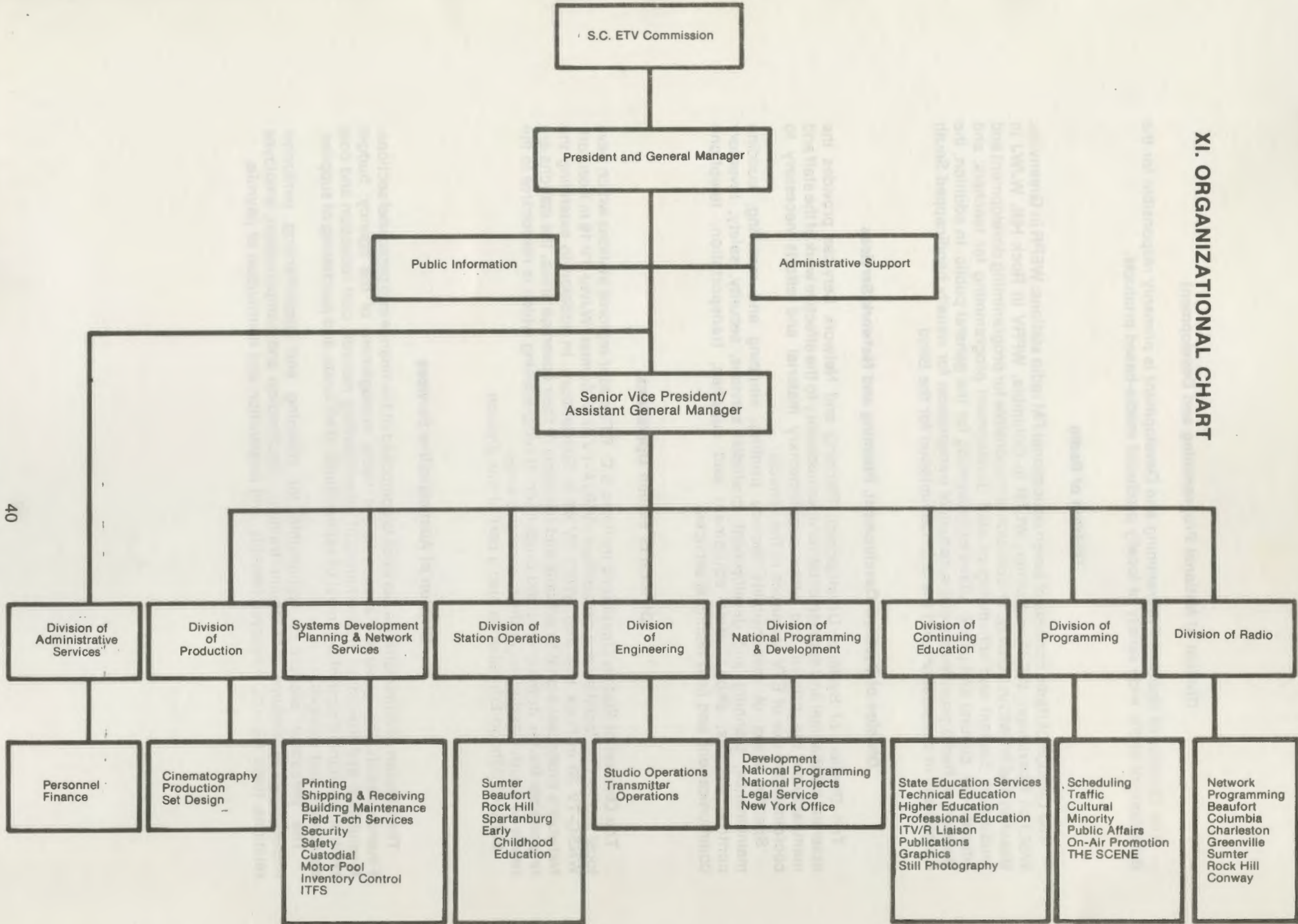
Early Childhood Education is also a part of this division.

Division of Administrative Services

The Division of Administrative Services is composed of the finance and personnel sections. Finance assists the general manager in the fiscal management of the agency: budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, equipment control, approval of expenditures of all funds, and purchasing of supplies, equipment and services.

The personnel section is responsible for planning and implementing personnel management procedures: recruitment, training, classification and compensation, employee relations, leave records, employee benefits, and preparation and distribution of payrolls.

XI. ORGANIZATIONAL CHART



XII. COMMISSION MEMBERS

Jack W. Newton, Chairman

C. B. Askins
Dr. Marianna W. Davis
Dr. Julian C. Josey, Jr.
B. Bayles Mack
Katherine W. Nicholson
John M. Rivers, Jr.

Ex-Officio Members:

Senator Rembert C. Dennis
Senator Edward E. Saleeby
Representative Tom Mangum
Representative McKinley Washington, Jr.
Dr. Charlie G. Williams

XIII. 1985-86 BUDGET EXPENDITURES

INTERNAL ADMINISTRATION

Personal Service \$ 1,302,056
Other Operating Expenses 2,025,557

EDUCATIONAL ASSESSMENT AND PROGRAM DEVELOPMENT

Personal Service 593,558
Other Operating Expenses 594,464

TELEVISION, RADIO AND OTHER PRODUCTION

Personal Service 3,588,129
Other Operating Expenses 1,200,612

TRANSMISSION AND RECEPTION

Personal Service 1,838,982
Other Operating Expenses 4,344,648

EMPLOYEE BENEFITS

Total Fringe Benefits. 1,404,186

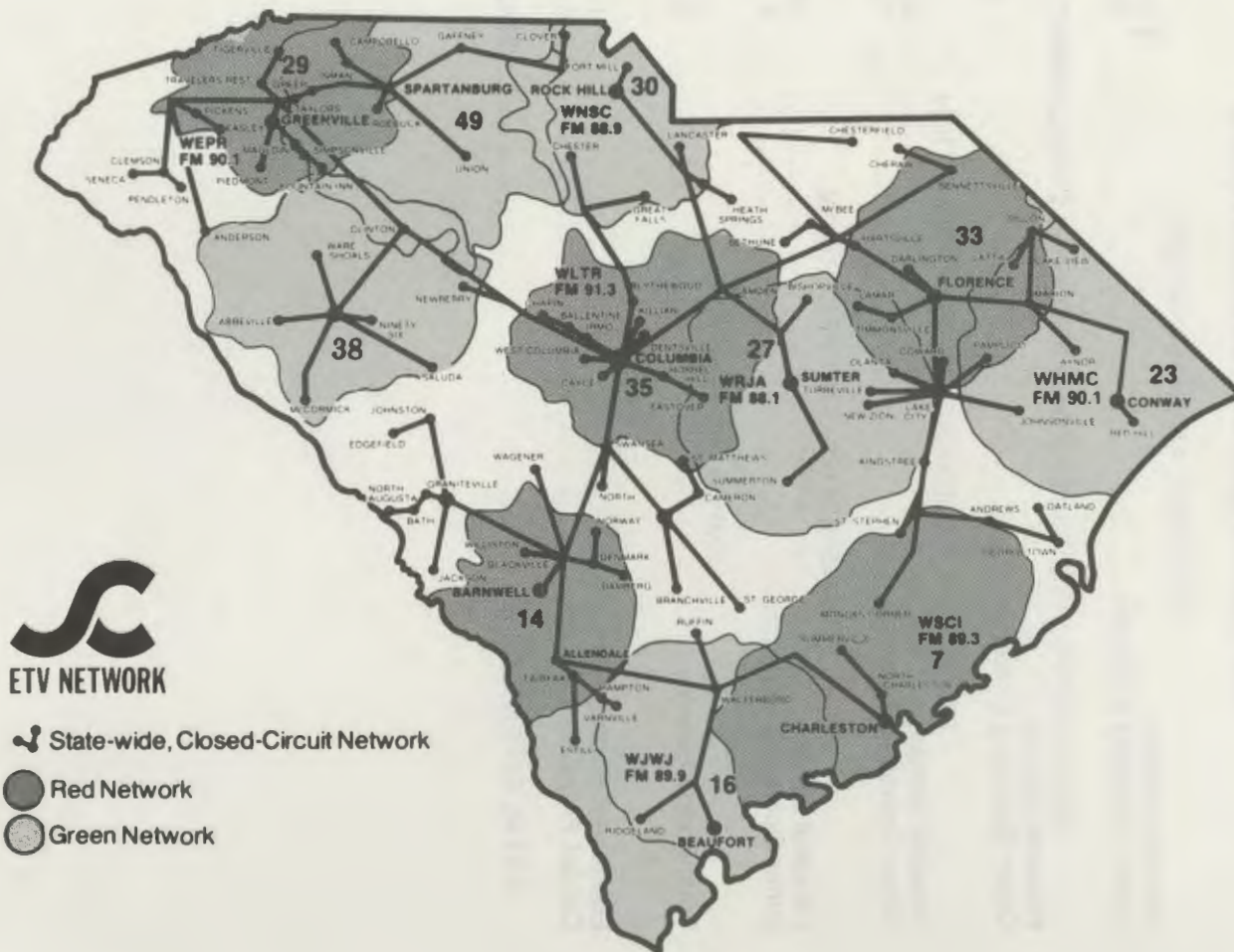
OTHER

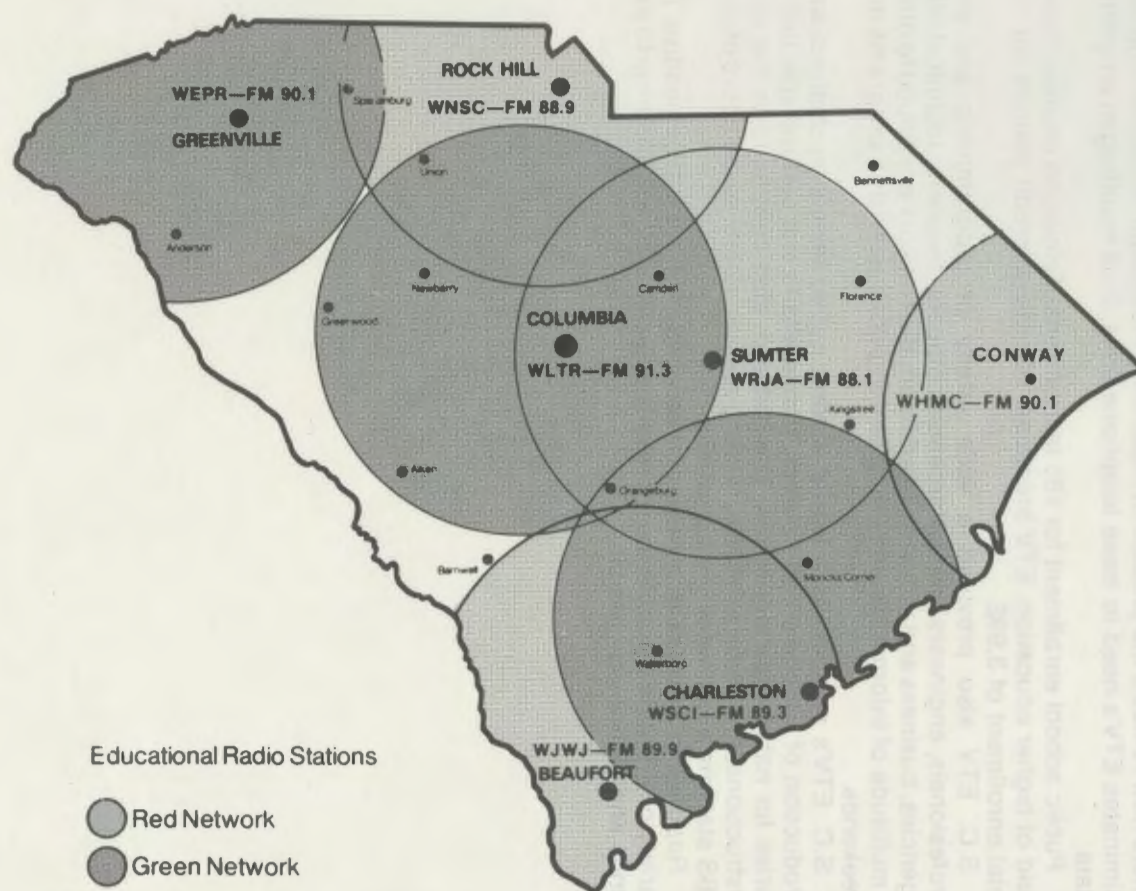
Equipment Replacement. 1,924,656
Capital Projects 5,449,359

TOTAL EXPENDITURES \$24,266,207

XIV. NETWORK MAPS

Television







XV. SUMMARY, 1985-86

During its 27th year, S.C. ETV continued to expand and improve its services, utilizing new and existing technology to provide a variety of quality educational services to the state's citizens.

In line with its efforts to provide the state with more cost-efficient systems, the Network continued to expand its teleconferencing service, and satellite video conferences were held for groups ranging from fire marshalls to management professionals. The replacement phase of the state-owned Instructional Television Fixed Services (ITFS) system, has been completed. There now remains the process of expanding the system statewide. The use of the ITFS system eliminates ETV's need to lease telephone lines, thus resulting in an enormous savings to the state.

Public school enrollment for 185 Instructional Television courses totaled 2,553,764. In the field of higher education, ETV broadcast 90 college credit courses for 15 institutions, with a total enrollment of 3,992.

S.C. ETV also provided a wide variety of programming and services for medical professionals, engineers, law enforcement officers, teachers, technical education, other state agencies, business and industry. In addition, the Network continued to offer the state's citizens a multitude of informative and enlightening public television programs in the evening and on weekends.

S.C. ETV's position as a leader among public television stations was enhanced by the production of college credit courses, public affairs and cultural specials, "how-to" and other series for nationwide audiences. The Network also continued as the uplink point for PBS's instructional television schedule, feeding approximately seven hours of programming to other PBS stations every weekday by satellite.

Reponse to Network programs and services continues to be positive, and usage by a wide variety of the state's population increases steadily. ETV will continue to expand its services as funds and technology permit.

